

- Introduction to Search Engine Optimization Certification
- Roles and Responsibilities of a Search Engine Optimization Professional.
- Introduction to SEO and what it involves
- Who can or should perform SEO activities
- Finding Clients for your SEO Business
- Selling your business through SEO
- What are Search Engines & Directories
- Types of Search Engines
- Keywords - the key to successful SEO
- What is the importance of keywords in the title of the webpage
- More about Google and PageRank (PR)
- More on GoogleBot - Google's web crawler
- What are Google Query Modifiers
- Tuning the Meta Tags
- What is the Robots meta tag and how is it used
- Important factors that affect search engine rankings
- Solutions to improve the usage of Javascript
- Good and Bad SEO Techniques , What is cloaking?
- Link Popularity and Linking Strategies
- What tools can you use to increase in-bound links from other sites?
- Inbound links and Class C IP
- Is there something called link filters in Google?

