

## BEGINNER LEVEL TEST SYLLABUS

### **Model of Search Engines (5%)**

- Different Search Engines
- How crawling takes place
- How Search Engines work
- How are Websites Ranked
- Keywords and Relevance

### **Web Technology (5%)**

- Different types of websites
- Landing pages
- Domain name and hosting
- Wordpress themes and plugins

### **Basics of SEO (20%)**

- On-page optimization of webpage
- Off-page optimization
- Measuring SEO performance

### **Local SEO and Google Listings (10%)**

- How to optimize your website for local rankings
- How Google My Business works
- Power of Local directories
- Local Search Advantages
- How search engines leverage location based optimisation

### **Competitor Analysis (5%)**

- Website Audit
- Geo Targeting
- Rank score
- Spying on your competitors strategy
- Unique selling proposition

### **Keyword Research (5%)**

- Tools for researching keywords
- Types of keywords
- Targeting of keywords
- How to choose a Keyword based on competition and traffic

### **Content Marketing (10%)**

- Role of Content in SEO
- Power of Content in Social Media
- Content, communication and channel
- Most popular content types

### **Social Media Optimisation (20%)**

- Introduction to Various Social Media Apps
- Social Media Publishing Calendar
- Social Media Management Tools
- How to make industry specific social media strategy
- Creating Events and Pages
- Promoting Events and Campaigns
- Content for Social Media
- Organic Facebook Marketing
- Organic Instagram Marketing
- Organic LinkedIn Marketing
- Organic TikTok Marketing
- Organic YouTube Marketing
- Other Social Media Applications

### **Lead Generation (10%)**

- Organic and Inorganic Lead Generation
- Leads flow and Management
- Leads Nurturing and Validation
- Conversion of Leads

### **Microblogging (5%)**

- Types of websites
- Choosing a Niche for Blogs
- Keyword Research for Blogs
- Relevance in content for Blogs

### **Google Search Console (5%)**

- How to set up
- It's useful Features
- How it can help websites
- Indexing on Search Console