

# ონლაინ კურსი საძიებო სისტემის ოპტიმიზაცია (SEO)

## კურსის თემატიკა

### SEO Analytics of Web site

- What is SEO
- Keyword Research
- Google My Business

### On-page SEO Optimization

- Meta Tags
- Image Optimization
- Rich Snippets
- HTML Sitemap creation
- Google Search Console
- Analytics Setup & Monitoring
- SEO Optimized URL Creation
- URL Canonicalization
- Speed Optimization
- Robots.txt Optimization
- Google Algorithms

### Off-page SEO Optimization

Importance of Off page optimization

Link building strategies

- Directory submission
- Social bookmarks
- Blogs
- Press releases
- Commenting
- Forums
- Video marketing
- PDF sharing
- Q&A sites

### SEO Tools

Search Console

Website Analysis Tools