

BASICS FOR FAIL SAFE		MODULE 1	RESOURCES				
WHAT IS SEO - CASE STUDY	CHAPTER 1	<a href="https://searcher">https://searcher</a>	<a href="https://moz.com">https://moz.com</a>	<a href="https://backlink">https://backlink</a>			
WAYS OF EARNING THROUGH A WEBSITE	CHAPTER 2	<a href="https://websites">https://websites</a>	<a href="https://blog.hub">https://blog.hub</a>	<a href="https://www.inv">https://www.inv</a>	<a href="https://www.ma">https://www.ma</a>		
WORDPRESS OR PHP OR OTHER PLATFORMS: WHAT TO OPT	CHAPTER 3	<a href="https://www.res">https://www.res</a>	<a href="https://medium">https://medium</a>	<a href="https://www.we">https://www.we</a>	<a href="https://www.wp">https://www.wp</a>	<a href="https://docs.goc">https://docs.goc</a>	
NICHE SELECTION AND DOMAIN PURCHASE	CHAPTER 4	<a href="https://www.for">https://www.for</a>	<a href="https://pezlogic">https://pezlogic</a>	<a href="https://www.chr">https://www.chr</a>			
WEB HOSTING: IMPORTANCE AND TYPES	CHAPTER 5	<a href="https://docs.google.com/spreadsheets/d/1uovk9tagL.C7Lfv3kHui3DubqyZXIR5t">https://docs.google.com/spreadsheets/d/1uovk9tagL.C7Lfv3kHui3DubqyZXIR5t</a>					
SITE STRUCTURE AND PERMALINK	CHAPTER 6	<a href="https://yoast.co">https://yoast.co</a>	<a href="https://neilpatel">https://neilpatel</a>				
STOPWORDS AND RIGHT URL LENGTH	CHAPTER 7	<a href="https://www.flex">https://www.flex</a>	<a href="https://moz.com">https://moz.com</a>	<a href="https://docs.goc">https://docs.goc</a>			
IMPORTANCE OF HTTPS CERTIFICATION	CHAPTER 8	<a href="https://www.ssl">https://www.ssl</a>	<a href="https://sslrenew">https://sslrenew</a>				
GETTING FAIL SAFE: CONSOLIDATING A STRONG BASE FOR SEO	CHAPTER 9						
BASICS OF SEO		MODULE 2	RESOURCES				
KEYWORDS: IMPORTANCE & TYPES	CHAPTER 10	<a href="https://www.ser">https://www.ser</a>	<a href="https://docs.google.com/spreadsheets/d/1Y5Y3u60TSa-5gbCvt">https://docs.google.com/spreadsheets/d/1Y5Y3u60TSa-5gbCvt</a>				
WHAT IS THE PURPOSE OF ANCHOR TEXT IN SEO	CHAPTER 11	<a href="https://moz.com">https://moz.com</a>	<a href="https://www.ser">https://www.ser</a>	<a href="https://docs.goc">https://docs.goc</a>			
IMPORTANCE OF SHORT TAIL KEYWORDS	CHAPTER 12	<a href="https://loganix.c">https://loganix.c</a>	<a href="https://www.imr">https://www.imr</a>	<a href="https://seopres">https://seopres</a>			
IMPORTANCE OF LONG TAIL KEYWORDS	CHAPTER 13	<a href="https://backlink">https://backlink</a>					
WHAT IS ON-PAGE AND OFF-PAGE SEO ALL ABOUT?	CHAPTER 14	<a href="https://backlink">https://backlink</a>	<a href="https://www.sea">https://www.sea</a>	<a href="https://docs.goc">https://docs.goc</a>	<a href="https://docs.google.com/spread">https://docs.google.com/spread</a>		
THE CONNECTION OF ON-PAGE SEO AND CRAWLERS	CHAPTER 15	<a href="https://moz.com">https://moz.com</a>	<a href="https://www.goc">https://www.goc</a>				
IMPORTANCE OF LSI (FROM CRAWLER'S POINT OF VIEW)	CHAPTER 16	<a href="https://www.wo">https://www.wo</a>					
SYMENTIC SEO TO RANK LONGER	CHAPTER 17	<a href="https://www.sea">https://www.sea</a>	<a href="https://backlink">https://backlink</a>				
STRUCTURED DATA AND SCHEMA DATA	CHAPTER 18	<a href="https://www.sea">https://www.sea</a>	<a href="https://delante.g">https://delante.g</a>				
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COMPETITOR'S BASIC RESEARCH (RANKING FACTORS)	CHAPTER 19	<a href="https://docs.gooq">https://docs.gooq</a>					
COMPETITOR'S BASIC RESEARCH (CONTENT FLOW AND TOPICS)	CHAPTER 20	<a href="https://neilpatel">https://neilpatel</a>	<a href="https://www.ser">https://www.ser</a>	<a href="https://www.sea">https://www.sea</a>			
DEVELOPING A PERSONAL SITEMAP + GOOGLE SITEMAP	CHAPTER 21	<a href="https://docs.goc">https://docs.goc</a>	<a href="https://yoast.co">https://yoast.co</a>	<a href="https://www.sea">https://www.sea</a>			
HOW TO OUTSOURCE CONTENT WRITING & CROSS CHECKING	CHAPTER 22	<a href="https://kazu.io/f">https://kazu.io/f</a>	<a href="https://cannibal">https://cannibal</a>	<a href="https://scatter.c">https://scatter.c</a>			
IMPORTANCE OF CONTENT & HOW TO SHARE CONTENT	CHAPTER 23	<a href="https://www.sea">https://www.sea</a>	<a href="https://www.99s">https://www.99s</a>	<a href="https://www.sea">https://www.sea</a>			
THE ART OF INTERLINK & UNDERSTANDING LINK JUICE	CHAPTER 24	<a href="https://www.acd">https://www.acd</a>					
SILO STRUCTURE & UNDERSRSTANDING PAGE RANK FLOW	CHAPTER 25	<a href="https://docs.goc">https://docs.goc</a>	<a href="https://searcher">https://searcher</a>				
HOW TO BRING INSTANT TRAFFIC TO THE NEW WEBSITE	CHAPTER 26	<a href="https://www.obe">https://www.obe</a>	<a href="https://docs.goc">https://docs.goc</a>				
IMAGE AND INFOGRAPHIC SEO (IMPORTANCE + HOW TO DO)	CHAPTER 27	<a href="https://www.pra">https://www.pra</a>	<a href="https://www.ser">https://www.ser</a>	<a href="https://www.sea">https://www.sea</a>			
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PENGUIN UPDATE - 2012	CHAPTER 30	<a href="https://www.sea">https://www.sea</a>	<a href="https://www.sea">https://www.sea</a>				
HUMMINGBIRD UPDATE - 2013	CHAPTER 31	<a href="https://www.sea">https://www.sea</a>	<a href="https://searcher">https://searcher</a>	<a href="https://moz.com">https://moz.com</a>			
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