

SEO Bootcamp for Freshers — 2-Day Intensive (12 Hours Total)

Goal:

Equip beginners with a full understanding of SEO — On-Page, Off-Page, and Technical — so they can confidently analyze and optimize websites for Google Search.

Format:

- **Day 1:** SEO Concepts + On-Page + Off-Page + Technical Fundamentals (8 Hours)
- **Day 2 (Half Day):** SEO Audit + Implementation Project (4 Hours)

Each topic includes:

What to Learn | Why It Matters | Examples | Practical Exercises

SUMMARY / TIMELINE

Day	Duration	Topics
Day 1	8 hrs	SEO Fundamentals → On-Page SEO → Off-Page SEO → Technical SEO
Day 2	4 hrs	Real-World SEO Audit + Optimization Project

DAY 1 — SEO FOUNDATIONS (8 HOURS)

0. Introduction to SEO (30 min)

What to Learn

- What SEO is and how it differs from paid marketing
- Google Search workflow: Crawling → Indexing → Ranking
- Importance of search intent (informational, navigational, transactional)

Why It Matters

Understanding how search engines think helps you design pages that both rank and satisfy users.

Exercise

- Google your favorite product keyword (e.g., "best running shoes 2025") and analyze the top 3 results.
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1. On-Page SEO (3 Hours)

1.1 Keywords & Content Optimization

What to Learn

- Keyword research tools (Google Keyword Planner, Ahrefs, Ubersuggest)
- Search intent mapping
- Natural keyword placement (titles, headings, first 100 words)

Why It Matters

Good keyword targeting ensures you attract the *right* audience.

Example

Good: "10 Best Laptops for Students in 2025"

Bad: "Buy laptop laptop laptop fast cheap"

Exercise

- Find 5 keywords for your blog idea and create one SEO-friendly title.
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1.2 Meta Tags & Headings

What to Learn

- `<title>` (max 60 characters)
- `<meta description>` (150–160 characters)
- Use H1 → H3 for logical hierarchy

Why It Matters

Optimized titles & metas improve click-through rate (CTR).

Example

Title: “Beginner’s Guide to SEO (2025) | Rank Higher Fast”

Meta: “Learn SEO basics — from keywords to backlinks — in this easy beginner guide.”

Exercise

- Rewrite meta titles/descriptions for 3 demo pages.
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1.3 Internal Linking & Site Structure

What to Learn

- Logical structure: Home → Category → Article
- Anchor text best practices
- Avoid orphan pages

Why It Matters

Improves navigation and distributes link authority.

Exercise

- Draw a simple internal linking map for your site.
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1.4 Image Optimization

What to Learn

- Use descriptive filenames (`seo-guide.jpg`)
- Compress images
- Add `alt` text with keywords

Why It Matters

Boosts accessibility and ranks images in Google Image Search.

Exercise

- Pick 3 images → rename & write alt text.
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1.5 User Experience (UX) & Core Web Vitals

What to Learn

- Mobile-first design
- Fast loading speed
- Clean layout & easy readability

Why It Matters

User experience is a ranking factor.

Exercise

- Test a site with [PageSpeed Insights](#) → list 3 improvements.
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2. Off-Page SEO (2 Hours)

2.1 Link Building Basics

What to Learn

- What backlinks are
- Difference between dofollow/nofollow
- White-hat vs black-hat techniques

Why It Matters

Links signal trust and authority to Google.

Examples

Guest posting, PR mentions, collaborations
Buying links or link farms

Exercise

- Identify 3 blogs to pitch for guest posting.
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2.2 Social Signals & Branding

What to Learn

- Social shares boost visibility
- Brand mentions (even without links) matter

Why It Matters

Google values strong, trusted brands.

Exercise

- Optimize your LinkedIn headline for search visibility.
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2.3 Local SEO

What to Learn

- Google Business Profile setup
- Local keywords (e.g., “best pizza near me”)
- Reviews & NAP consistency (Name, Address, Phone)

Why It Matters

Drives real-world customers to physical locations.

Exercise

- Create a demo Google Business listing.
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3. Technical SEO (3 Hours)

3.1 Crawlability & Indexing

What to Learn

- `robots.txt`, XML sitemaps
- Canonical tags
- Inspecting URLs in Search Console

Why It Matters

If Google can't crawl, you can't rank.

Exercise

- Write a simple `robots.txt` + generate a sitemap.
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3.2 Site Performance & Mobile Optimization

What to Learn

- Minify CSS/JS
- Lazy load images
- Mobile-friendly layouts

Why It Matters

Google uses mobile-first indexing.

Exercise

- Check mobile usability in Search Console.
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3.3 Structured Data & Schema

What to Learn

- Schema.org basics (FAQ, Article, Product)
- Use Google's Rich Results Test

Why It Matters

Structured data can earn rich snippets (stars, reviews, FAQs).

Exercise

- Add FAQ schema to a sample page.
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3.4 HTTPS, Redirects & Technical Health

What to Learn

- Importance of HTTPS
- 301 vs 302 redirects
- Fixing 404s and broken links

Why It Matters

Security and usability are trust signals.

Exercise

- Audit a sample site for broken links using an SEO tool.

DAY 2 — PRACTICAL PROJECT (4 HOURS)

Project: SEO Audit & Optimization Plan

Goal:

Apply your learning to a real website. Identify problems, propose fixes, and track results.

Tasks

Step	Time	Activity
1	30 min	Choose a demo website to audit
2	45 min	Perform an SEO audit (content, links, technical)
3	45 min	Suggest fixes for top 5 issues
4	30 min	Write optimized meta titles/descriptions
5	30 min	Create backlink & content plan
6	30 min	Present audit summary

Deliverables

- SEO Audit Report (Crawl issues, On-page, Technical)
 - Optimization Recommendations
 - Next 10 SEO tasks for real-world improvement
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Tools to Know

- Google Search Console
- Google Analytics
- PageSpeed Insights
- Ahrefs / SEMrush (optional)

- Ubersuggest
 - Screaming Frog SEO Spider
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SEO Best Practices & Pitfalls

- Write for **users first**, search engines second
 - Avoid keyword stuffing or duplicate pages
 - Always measure performance (CTR, impressions, backlinks)
 - Keep learning: Google's algorithm updates regularly
 - SEO = long-term investment, not a one-time fix
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References:

- [Google SEO Starter Guide](#)
- [Search Central Blog](#)
- [Ahrefs SEO Blog](#)