

Course Duration: 1 Month

Classes per Week: 3

Each Class: 2 Hours

Total Classes: 12

Total Hours: 24

Week 1: SEO Foundations & Keyword Research (6 Hours)

- Class 1: Introduction to SEO (2 Hours)
 - What is SEO and why it matters
 - Types of SEO: On-page, Off-page, Technical
 - How search engines work (Crawling, Indexing, Ranking)
 - SEO vs SEM
- Class 2: Keyword Research Fundamentals (2 Hours)
 - Understanding search intent
 - Tools: Google Keyword Planner, Ubersuggest, Ahrefs, SEMrush basics

- Finding seed keywords and long-tail keywords
- Competitor keyword analysis

Class 3: Keyword Mapping & SEO Strategy (2 Hours)

- Organizing keywords by relevance and priority
- Creating a keyword strategy and content plan
- Introduction to buyer personas and user journey mapping

Week 2: On-Page SEO & Content Optimization (6 Hours)

- Class 4: On-Page SEO Essentials (2 Hours)
 - Title tags, meta descriptions, header tags (H1-H6)
 - URL structure and internal linking
 - Image SEO and alt tags
 - Schema markup basics
- Class 5: Content Creation & Optimization (2 Hours)
 - Writing SEO-friendly content

- Keyword placement best practices
- Content length, readability, and user engagement
- Using tools like Yoast SEO and Surfer SEO

Class 6: Technical SEO Basics (2 Hours)

- Site speed optimization
- Mobile-friendliness and responsive design
- XML sitemap and robots.txt files
- HTTPS and site security

Week 3: Off-Page SEO & Link Building (6 Hours)

- Class 7: Off-Page SEO Introduction (2 Hours)
 - What is off-page SEO and why it's important
 - Domain authority and backlinks
 - Types of backlinks (dofollow vs nofollow)
- Class 8: Link Building Strategies (2 Hours)
 - Guest blogging, outreach, and broken link building

- Social signals and influencer marketing
- Avoiding black-hat SEO and penalties

Class 9: Local SEO & Google My Business (2 Hours)

- Optimizing for local search
- Google My Business setup and optimization
- Local citations and reviews
- Local SEO tools

Week 4: Analytics, Audits & SEO Tools (6 Hours)

- Class 10: SEO Auditing (2 Hours)
 - Conducting SEO audits using tools (Screaming Frog, SEMrush, Ahrefs)
 - Identifying and fixing SEO issues
 - Site health and performance tracking
- Class 11: Analytics & Reporting (2 Hours)
 - Google Analytics basics for SEO

- Google Search Console setup and usage
- Tracking rankings and organic traffic
- Creating SEO reports for clients

Class 12: Latest SEO Trends & Career Guidance (2 Hours)

- Core Web Vitals and Page Experience Update
- Voice Search, AI, and future of SEO
- SEO career paths and certifications
- Building an SEO portfolio and freelancing tips

Tools Covered

- Google Keyword Planner
- Google Analytics
- Google Search Console
- SEMrush / Ahrefs (demo)
- Screaming Frog SEO Spider
- Yoast SEO plugin

