

# SEO Masterclass – From Fundamentals to Advanced Strategy

## Module 1: SEO Foundations & Search Engine Basics

### Overview

- Definition of SEO and its role in digital marketing
- Organic vs paid traffic comparison
- SEO vs SEM vs SMM
- SEO impact on trust, branding, and revenue
- SEO goals and KPIs
- Search engine crawling, indexing, and ranking
- Algorithm updates and Helpful Content Update
- SEO audits, competitor analysis, and roadmaps

## Module 2: Keyword Research (Core of SEO Strategy)

- Search intent classification
- Head, mid-tail, and long-tail keywords
- Semantic keywords and topical authority
- Keyword clustering and mapping
- SERP analysis and gap analysis
- Free and paid keyword research tools
- Advanced keyword strategies

## Module 3: On-Page SEO

- Title tags and meta descriptions
- Header hierarchy
- URL structure optimization
- Internal linking strategy
- Image SEO and alt text
- Featured snippets and E-E-A-T

## Module 4: Technical SEO

- Robots.txt and XML sitemaps
- Canonical tags and crawl budget
- Core Web Vitals optimization
- Mobile-first indexing
- Schema and structured data
- JavaScript SEO
- Technical SEO audits

## Module 5: Content SEO & Blogging Strategy

- Content pillars and topic clusters
- SEO blog post creation
- SERP-driven outlines
- Content freshness and updates
- Avoiding thin and duplicate content

## Module 6: WordPress SEO

- SEO-friendly WordPress setup
- Essential SEO plugins
- Performance optimization
- Editorial workflows

## Module 7: Off-Page SEO & Authority Building

- Backlink quality and relevance
- Anchor text optimization
- White-hat link building
- Digital PR and brand mentions
- Toxic link prevention

## Module 8: Local SEO

- Local SEO fundamentals
- Google Business Profile optimization
- Local citations and NAP consistency

- Reviews and reputation management
- Local content strategy
- Local link building

## **Module 9: E-commerce SEO**

- Product and category page optimization
- Faceted navigation handling
- Product schema markup
- Duplicate content management
- CRO and SEO alignment

## **Module 10: Advanced Link Building**

- Link equity and attributes
- Guest posting and digital PR
- Broken link building
- HARO outreach
- Avoiding PBNs and link schemes

## **Module 11: Advanced SEO Topics**

- International SEO
- Enterprise SEO
- Video and image SEO
- Voice search optimization
- AI and future of search

## **Module 12: SEO Analytics & Reporting**

- Google Search Console mastery
- GA4 for SEO
- Rank tracking
- SEO dashboards and reporting

## **Module 13: Content Best Practices & Topics**

- High-performing content formats

- Content quality guidelines
- SEO content mistakes
- Topical authority building

## **Module 14: SEO Strategy, Career & Client Management**

- SEO roadmaps
- SEO career paths
- Pricing SEO services
- Client onboarding
- SEO project management

## **Module 15: Capstone & Industry SEO**

- Templates and checklists
- Practical assignments
- Real-world case studies
- End-to-end capstone project
- Industry-specific SEO

## **Module 16: SEO Best Practices & Algorithm Updates**

- Google core updates
- Helpful Content Update
- Penalty recovery
- White-hat SEO practices
- Content refresh and pruning

## Deliverables & Bonuses Included

### ■ Templates & Checklists

- SEO audit template
- Keyword research template
- Content brief template
- Technical SEO checklist
- Link building outreach templates
- Monthly SEO report template

### ■ Practical Assignments

- Full website SEO audit
- Keyword research project
- SEO-optimized blog post creation
- Google Business Profile optimization
- E-commerce product page optimization

### ■ Real Case Studies

- Local business SEO growth
- Blog scaling from 0 → 100K traffic
- E-commerce SEO success
- Technical SEO recovery
- Link building campaign results

### ■ Capstone Project

- End-to-end SEO strategy
- Keyword + content plan
- Technical fixes
- Final SEO growth presentation