

# Detailed Curriculum

Week Duration: 45 Days (7 weeks)

Class Frequency: Saturdays only

Class Duration: 2-2.5 hours (1.5-2.0 hours for training, 30 minutes for Q&A)

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# Week 1: Introduction to SEO

## Class 1 (Saturday, 21st Sept 2024)

### Training (1.5-2.0 hours):

- What is SEO? Importance of SEO in digital marketing.
- How search engines work (Google, Bing, etc.).
- Key SEO terminologies (SERP, Domain Authority, PageRank, etc.).
- Types of SEO: On-page, Off-page, Technical SEO, Local SEO.

Q&A (30 minutes): Open discussion to clarify foundational concepts.

# Week 2: Keyword Research

## Class 2 (Saturday, 28th Sept 2024)

### Training (1.5-2.0 hours):

- Introduction to Keyword Research: Importance and methods.
- Types of Keywords: Short-tail vs. Long-tail, Commercial vs. Informational.
- Keyword research tools (Google Keyword Planner, Ahrefs, SEMrush).

Q&A (30 minutes): Questions on keyword research techniques and tool usage.

# Week 3: On-Page SEO Optimization and Local SEO

## Class 3 (Saturday, 5th Oct 2024)

### Training (1.5-2.0 hours):

- On-Page SEO: Title tags, meta descriptions, URL structure, header tags.
- Content optimization: Keyword placement, LSI keywords, readability.
- Internal linking, Image optimization (Alt tags, file sizes).
- Local SEO: Importance for local businesses, setting up and optimizing Google My Business (GMB) page.
- Local Citations: What they are and how to build them; managing online reviews.

Q&A (30 minutes): Practical examples and discussions on both on-page and local SEO techniques.

# Week 4: Technical SEO

## Class 4 (Saturday, 12th Oct 2024)

### Training (1.5-2.0 hours):

- Introduction to Technical SEO: Sitemap, Robots.txt, Canonical Tags.
- Site speed optimization, mobile-friendliness, HTTPS, and security.
- Introduction to SEO Audit Tools and Practices.

Q&A (30 minutes): Discuss technical SEO issues and troubleshooting.

# Week 5: Off-Page SEO and Link Building

## Class 5 (Saturday, 19th Oct 2024)

### Training (1.5-2.0 hours):

- Overview of Off-Page SEO: Importance and strategies.
- Link Building Techniques: Guest Posting, Broken Link Building, Internal linking, Skyscraper Technique, etc.
- Key SEO Processes: Blog posting, article submission, forum participation, press releases, social bookmarking, and local citations.

Q&A (30 minutes): Discuss effective link-building strategies, including the use of citations.

# Week 6: Content SEO and Blog Design

**Class 6 (Saturday, 26th Oct 2024)**

## **Training (1.5-2.0 hours):**

- The role of content in SEO: Blogging, guest blogging, content length, and quality.
- Essentials of Blog Design: User experience, navigation, internal linking, and use of visuals.
- How to structure a blog post for SEO.

**Q&A (30 minutes): Practical tips on content creation and blog optimization.**

# Week 7: Practical SEO Implementation and Wrap-Up

**Class 7 (Saturday, 2nd Nov 2024)**

## **Training (1.5-2.0 hours):**

- **SEO Reporting and Analysis:** Monitoring SEO performance, key metrics (CTR, Bounce Rate, etc.).
- **Introduction to SEO Reporting Tools and Dashboards.**
- **Real-World Application:** Overview of how to manage an SEO project from start to finish.

**Q&A (30 minutes):** Course wrap-up, final assessment, career guidance, and open Q&A.

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# Key Features of the Course

- **Hands-on Assignments:** Weekly assignments to practice skills like writing a handful content, posting blogs, articles, and press releases, setting up Google My Business, performing keyword research, and optimizing content, etc.
- **Practical SEO Processes:** Comprehensive coverage of on-page SEO, technical SEO, local SEO (with GMB and citations), and off-page SEO strategies.
- **Interactive Q&A Sessions:** Allowing for personalized feedback and guidance.