

SEO Training Course – 3 Months (12 Weeks)

Trainer: Abbhay Saxena

Brand: SEO Pathshala

Mode: Practical + Conceptual (Online / Offline – Delhi)

Duration: 12 Weeks (3 Months)

Target Audience: Students, Job Seekers, Freelancers, Career Switchers

Course Overview

This **3-Month SEO Training Program** is designed to provide **complete, in-depth SEO knowledge** with a strong focus on **real-world implementation, search engine understanding, and interview preparation.**

The course is ideal for learners who want to: - Build a **strong SEO foundation** - Understand **how search engines actually work** - Gain confidence to **crack SEO interviews** - Apply SEO techniques independently on any website

 Note: This course focuses on **SEO expertise & interview readiness**. No certificates or live client project promises are included.

What Makes This Training Valuable

- Trainer-led sessions by an **experienced SEO professional**
 - Structured learning from **basic to advanced SEO**
 - Clear explanation of **algorithms, ranking factors & strategies**
 - Interview-focused teaching approach
 - Actionable SEO frameworks (not theory-only)
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Detailed 12-Week SEO Training Schedule

Week 1: SEO Fundamentals & Search Engine Basics

- What is SEO & why it matters
 - How Google search works
 - Search engine ecosystem (Google, Bing)
 - Types of SEO: On-page, Off-page, Technical
 - Organic vs Paid Search
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Week 2: Keyword Research & Search Intent

- Understanding search intent (Informational, Navigational, Commercial)
 - Keyword types: Short-tail vs Long-tail
 - Keyword research process
 - Competitor keyword analysis
 - Keyword mapping for websites
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Week 3: Website Structure & SEO Basics

- Domain, hosting & CMS overview
 - SEO-friendly website structure
 - URL structure best practices
 - Internal linking fundamentals
 - Crawlability & indexability basics
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Week 4: On-Page SEO – Core Optimization

- Title tag optimization
 - Meta descriptions
 - Header tags (H1–H6)
 - Image SEO & ALT tags
 - Content optimization fundamentals
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Week 5: Advanced On-Page SEO

- Content depth & topical relevance
 - Semantic SEO basics
 - Keyword placement strategies
 - Content cannibalization
 - On-page SEO checklist for audits
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Week 6: Technical SEO – Part 1

- Crawling & indexing concepts
 - XML sitemaps
 - Robots.txt
 - Canonical tags
 - Common technical SEO issues
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Week 7: Technical SEO – Part 2

- Page speed & Core Web Vitals
 - Mobile SEO
 - HTTPS & security basics
 - Structured data overview
 - Technical SEO audit approach
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Week 8: Off-Page SEO & Link Building

- What is off-page SEO
 - Backlink fundamentals
 - Types of links
 - Link quality vs quantity
 - Natural vs unnatural links
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Week 9: Advanced Off-Page Strategies

- Outreach basics
 - Anchor text strategy
 - Brand building & authority
 - Avoiding penalties
 - Off-page SEO planning
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Week 10: SEO Tools & Data Analysis

- Google Search Console overview
 - Google Analytics basics (GA4)
 - SEO audit tools usage
 - Keyword & ranking tracking
 - Performance analysis fundamentals
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Week 11: SEO Strategy & Algorithm Understanding

- Google algorithm basics
 - Core updates overview
 - White-hat vs black-hat SEO
 - SEO troubleshooting
 - Long-term SEO strategy planning
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Week 12: SEO Interview Preparation & Career Guidance

- SEO interview questions (basic to advanced)
 - Practical SEO scenarios for interviews
 - Resume SEO knowledge alignment
 - How to explain SEO work in interviews
 - Career roadmap (Job / Freelance / Growth)
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Learning Outcomes

By the end of this course, learners will be able to: - Understand **end-to-end SEO processes** - Perform **SEO audits independently** - Create **SEO strategies for any website** - Confidently answer **SEO interview questions** - Work on SEO projects with clarity & confidence

Who Should Join This Course

- Students looking to enter digital marketing
 - Freshers preparing for SEO job interviews
 - Professionals planning a career shift
 - Freelancers wanting strong SEO fundamentals
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Course Commitment

- Structured weekly learning
 - Practical discussion-based sessions
 - Clear focus on understanding, not shortcuts
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Contact & Enquiry

SEO Pathshala

SEO Trainer: **Abbhay Saxena**

Location: Delhi

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This brochure is shared in response to an enquiry and reflects the training scope clearly and transparently.