

# 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

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## 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.

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## 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 & Advanced Strategies**

- What is off-page SEO
  - Backlink fundamentals
  - Types of links
  - Link quality vs quantity
  - Natural vs unnatural links
  - Outreach basics
  - Anchor text strategy
  - Brand building & authority
  - Avoiding penalties
  - Off-page SEO planning
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## **Week 9: AEO, GEO & Google AI Overviews**

- What are AEO (Answer Engine Optimization) & GEO (Generative Engine Optimization), and how they differ from traditional SEO
  - How Google AI Overviews & AI Mode choose and cite sources
  - How ChatGPT, Perplexity, Gemini & Copilot find and reference websites
  - Answer-first content: direct answers, FAQs, lists & comparison tables
  - Featured snippets, People Also Ask & voice search optimization
  - Entity SEO, E-E-A-T & brand mentions for AI visibility
  - Structured data that helps AI understand your content (Organization, Article, Product, FAQ)
  - Allowing AI crawlers: robots.txt for Googlebot, Bingbot, GPTBot & others
  - Tracking AI visibility: AI Overview appearances, AI referral traffic in GA4 & brand citations
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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

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## 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

**Website:** seopathshala.com

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