SEO: RANK HIGHER IN GOOGLE

Module 1: Introduction to SEO and Search Engine Basics

Understand how search engines work and why SEO is critical for online visibility. This module introduces key SEO concepts like crawling, indexing, ranking, SERPs, and the role of algorithms. Learn the difference between organic and paid traffic and get an overview of white-hat SEO practices.

Module 2: Keyword Research and Search Intent

Learn how to find the right keywords to target using tools like Google Keyword Planner, Ubersuggest, or SEMrush. Understand search intent—informational, transactional, navigational—and how to match content to what users are actually looking for. Discover long-tail keywords and SEO opportunities for your niche.

Module 3: On-Page SEO and Content Optimization

Master how to optimize individual web pages for search engines. Learn how to craft SEO-friendly titles, headers, meta descriptions, and URLs. Explore keyword placement, content structure, and internal linking. This module also focuses on improving readability, engagement, and user experience.

Module 4: Technical SEO Fundamentals

Dive into the backend elements that affect your rankings. Learn about website speed, crawlability, indexing, canonical tags, XML sitemaps, and robots.txt. Understand how to fix broken links, duplicate content, and common technical issues that hurt SEO performance.

Module 5: Mobile SEO and Core Web Vitals

Optimize your website for mobile users and meet Google's Core Web Vitals criteria—loading speed, interactivity, and visual stability. Learn the importance of responsive design, AMP, and mobile-first indexing. This module ensures your site performs well across all devices.

Module 6: Off-Page SEO and Link Building Strategies

Explore strategies to build high-quality backlinks that boost domain authority. Learn about guest posting, directory submissions, social bookmarking, digital PR, and ethical outreach. This module teaches how to build credibility through external signals that search engines trust.

Module 7: Local SEO for Small Businesses

Learn how to optimize for local search using Google Business Profile, NAP consistency, local citations, and reviews. Perfect for local businesses and service providers, this module helps you appear in "near me" searches and on Google Maps results.

Module 8: SEO Tools: Google Search Console & Google Analytics

Master how to use free tools to monitor your SEO efforts. Google Search Console helps you track indexing, impressions, and site issues, while Google Analytics gives you insights into user behavior and traffic sources. Learn to create data-driven SEO strategies.

Module 9: SEO Audit and Performance Tracking

Conduct a complete SEO audit to identify and fix issues affecting rankings. Learn to use tools like Screaming Frog or Ahrefs to check on-page and off-page SEO. Track performance metrics like traffic growth, keyword rankings, bounce rate, and conversions.

Module 10: Creating a Long-Term SEO Strategy

Develop a sustainable SEO strategy for ongoing growth. Learn to plan content calendars, prioritize high-ROI pages, and build evergreen traffic sources. This module helps you stay up to date with algorithm changes and maintain your ranking advantage over time.

Career Scope After Learning This Skill

SEO is one of the most in-demand digital skills globally. Every business with an online presence needs SEO to rank on Google, drive organic traffic, and reduce paid ad costs. Mastering SEO opens doors to both full-time employment and freelance opportunities across industries.

Career Opportunities Include:

- SEO Executive / Specialist
- SEO Content Strategist
- Digital Marketing Associate
- Technical SEO Analyst
- Freelance SEO Consultant
- E-commerce SEO Manager
- Blog or Affiliate Site Owner

Whether working with agencies, startups, corporates, or as a solo entrepreneur, SEO expertise gives you long-term career stability and high growth potential in the digital space.

Salary Package After Learning This Skill

Skilled SEO professionals can earn competitively, especially as their experience and results grow. Freelancers and consultants can also scale their earnings based on client volume and project success.

Estimated Salary Range in India:

- **Entry-Level (0–2 years):** ₹3 – ₹5 LPA
- **Mid-Level (2–5 years):** ₹6 – ₹12 LPA
- **Senior-Level (5+ years):** ₹12 – ₹20+ LPA
- **Freelancers/Consultants:** ₹15,000 – ₹1,00,000+ per project
- **Affiliate SEO / Niche Site Owners:** Can generate ₹50,000 – ₹3 lakhs/month+ with performance SEO

As SEO results compound over time, this skill provides a solid foundation for digital career growth and passive income opportunities.