



COURSE BROCHURE

SEO Mastery Course

From SEO fundamentals to AEO, GEO and career development: rank websites on Google and get found in AI answers.

3 months

DURATION

Live

ONLINE CLASSES

Rs 8,000

PER MONTH (OFFER)

Final

PORTFOLIO PROJECT

COURSE OVERVIEW

SODM's SEO Mastery Course is a 3-month practical program that takes you from SEO fundamentals to AEO and GEO: keyword research, WordPress and Shopify, on-page and technical SEO, link building, local and e-commerce SEO, analytics, and optimisation for AI search.

You work with industry tools such as Semrush, Ahrefs, Screaming Frog, Yoast SEO and Google Search Console, build a practice website for your own niche, and finish with a final SEO project.

SKILLS YOU WILL BUILD

- ✓ Niche, topic & keyword research
- ✓ Technical SEO audits (no coding)
- ✓ Backlinks & ethical link building
- ✓ Search Console, GA4 & SEO reporting
- ✓ On-page SEO & content optimisation
- ✓ Your own WordPress practice website
- ✓ Local SEO & Google Business Profile
- ✓ E-commerce & multilingual SEO basics

TOOLS AND PLATFORMS

Semrush

Ahrefs

Moz

Screaming Frog

Google Search Console

Google Analytics 4

Looker Studio

WordPress

Shopify

Yoast SEO

Surfer SEO

ChatGPT

WhatsApp: 0331-144 2999

MODULE 01

SEO & Keyword Research

Research niches, analyse keywords, study competitors, plan content, build links and audit websites using Semrush, Ahrefs and Screaming Frog.

MODULE 02

WordPress & Shopify

Build SEO-friendly websites, configure themes and plugins, improve site speed, and create blogs, e-commerce stores and business websites.

MODULE 03

On-Page SEO & Content Writing

Optimise page elements, write helpful content, improve internal linking and create engaging copy using ChatGPT, Yoast SEO and Surfer SEO.

MODULE 04

Technical SEO

Understand crawling, indexing, redirects, canonical tags, sitemaps and Core Web Vitals using Screaming Frog and Google Search Console.

MODULE 05

Off-Page SEO & Link Building

Analyse backlinks, research competitors, plan outreach campaigns and build website authority using Ahrefs, Semrush and Moz.

MODULE 06

Local SEO

Optimise Google Business Profiles, target local keywords, manage reviews, build citations and improve local search visibility.

MODULE 07

SEO Analytics & Reporting

Monitor traffic, rankings, clicks and conversions using Google Analytics 4, Google Search Console and Looker Studio.

MODULE 08

E-commerce SEO & Structured Data

Optimise product pages, categories, images and schema markup to improve online store visibility and organic growth.

MODULE 09

AEO & GEO

Optimise content for Google AI Overviews, ChatGPT, Perplexity and Gemini through structured data, entity optimisation and answer-focused content.

MODULE 10

Final SEO Project

Practise SEO audits, develop an SEO strategy and complete a final SEO project on your practice website.

Your Final SEO Project

Use your practice website (or a business of your choice) and deliver a complete SEO project: research, audit, recommendations and a presentation.

- ✓ Niche research and topic shortlist
- ✓ Keyword research spreadsheet
- ✓ Practice WordPress website (published pages)
- ✓ Competitor analysis
- ✓ On-page SEO audit
- ✓ Technical SEO checklist
- ✓ Content optimization sample
- ✓ SEO strategy and reporting document
- ✓ Portfolio-ready project presentation

Practical tasks throughout

Keyword sheets, page optimisation, audits and reports.

Local SEO included

Google Business Profile, citations and local pages.

AI-assisted workflows

Clustering, briefs and analysis with human checks.

Final project

A complete SEO project on your practice website.

Who should join

- ✓ Students and fresh graduates
- ✓ Beginners with no SEO background
- ✓ Digital marketers adding SEO
- ✓ Freelancers adding SEO to their skills
- ✓ Business owners who want their site found on Google

Format

- ✓ Live instructor-led classes on Google Meet
- ✓ Recorded sessions for revision
- ✓ Hands-on practical tasks
- ✓ Certificate of completion

Course fee

LIMITED-TIME: 20% OFF THE COURSE FEE

Confirm offer validity and batch dates on WhatsApp. Enrolment fee is not discounted.

Enrolment fee

One-time, paid when you join.

Rs 4,000

MONTHLY PLAN

~~Rs 10,000~~ **Rs 8,000**

per month for 3 months, plus Rs 4,000 enrolment

How to enrol: message us on WhatsApp 0331-144 2999 with the course name. We confirm the next batch date and seat availability.
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We do not guarantee jobs, income or rankings. Outcomes depend on your effort and the market.