Search Engine Optimization (SEO) Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

📌 Course Overview

This SEO course is designed to help students master organic search ranking skills through practical training, live projects, and industry-standard tools. The program covers complete **On-Page, Off-Page, Technical SEO, Local SEO, E-commerce SEO, and Analytics**, preparing learners for jobs, freelancing, and business growth.

🎯 What You Will Learn

- How search engines work (Google, Bing)
- Keyword research and content planning
- Website optimization for higher rankings
- Link building and authority growth
- Technical SEO and website health
- Local & E-commerce SEO strategies
- SEO tools and analytics reporting

📚 Detailed SEO Course Modules

Module 1: Introduction to SEO Fundamentals

- What is SEO & its importance
- Types of SEO (White, Black & Grey Hat)
- How search engines work
- Organic vs Paid search
- SEO career opportunities

Module 2: Keyword Research & Analysis

- Understanding search intent
- Short-tail & long-tail keywords
- Keyword research process
- Competitor keyword analysis
- Tools: Google Keyword Planner, Ubersuggest, SEMrush

Module 3: On-Page SEO Optimization

- Website structure & URL optimization
- Title tags & meta descriptions
- Header tags (H1–H6)
- Image optimization & ALT tags
- Internal linking strategies
- Content optimization for SEO

Module 4: Content Marketing for SEO

- SEO-friendly content writing
- Blog optimization techniques
- Content planning & calendars
- Duplicate content issues
- E-A-T & helpful content guidelines

Module 5: Technical SEO

- Website crawling & indexing
- XML sitemap & robots.txt
- Page speed optimization
- Mobile-first indexing
- HTTPS & SSL
- Core Web Vitals

Module 6: Off-Page SEO & Link Building

- Backlinks fundamentals
- High-quality link building techniques
- Guest posting
- Business listings & citations
- Social bookmarking
- Brand mentions

Module 7: Local SEO

- Google Business Profile optimization

- Local keyword research
- NAP consistency
- Local citations
- Reviews & ratings management
- Local ranking factors

Module 8: E-commerce SEO

- Product page optimization
- Category page SEO
- Schema for products
- SEO for Shopify & WooCommerce
- Handling duplicate product pages

Module 9: SEO Tools & Analytics

- Google Search Console
- Google Analytics (GA4)
- SEO audit tools
- Rank tracking tools
- Reporting & performance analysis

Module 10: Advanced SEO Strategies

- Algorithm updates (Google Core Updates)
- AI tools for SEO
- Voice search optimization
- Featured snippets
- International SEO basics

🛠 Practical Training & Projects

- Live website SEO audit
- Keyword research project
- On-page optimization task
- Backlink creation practice
- Local SEO setup
- Final SEO project with report

🎓 Certification & Career Support

- Industry-recognized certification
- Internship opportunities
- Resume & interview preparation
- Freelancing & client handling guidance
- 100% placement assistance

❓ Frequently Asked Questions (FAQs)

Q1. Who can join this SEO course?
Students, job seekers, freelancers, entrepreneurs, and business owners.

Q2. Do I need technical knowledge?
No prior technical knowledge is required. Basics are taught from scratch.

Q3. Is this course practical?
Yes, the course is 100% practical with real projects and tools.

Q4. Will I get a job after this course?
We provide placement support, internships, and interview preparation.

Q5. Can I do freelancing after this course?
Yes, we guide you on freelancing platforms and client acquisition.

🚀 Start Your SEO Career with GIDM

Learn SEO from industry experts with hands-on experience and build a successful digital marketing career.