

AI+ SEO Course Content

01. SEO Fundamentals

- What is SEO?
- How Search Engines Work
- Crawling, Indexing & Ranking
- Organic vs Paid Search
- Types of SEO
- SEO Ranking Factors
- Search Engine Results Page — SERP

02. Keyword Research

- Keyword Research Fundamentals
- Short-Tail & Long-Tail Keywords
- Search Volume
- Keyword Difficulty
- Commercial & Informational Keywords
- Search Intent
- Keyword Mapping
- Keyword Clustering
- Google Keyword Planner
- Google Trends
- Competitor Keyword Research

03. Competitor SEO Analysis

- Identify SEO competitors
- Competitor keyword research
- Competitor content analysis
- Backlink analysis
- Competitor ranking analysis
- Content gap analysis
- Find keyword opportunities
- Create competitor comparison reports

04. On-Page SEO

- Title Tags
- Meta Descriptions
- Heading Structure
- URL Optimization
- Keyword Optimization
- Internal Linking
- Image SEO

- Alt Text
- Content Optimization
- Schema Markup Fundamentals

05. Technical SEO

- Website Crawling
- Indexing
- XML Sitemap
- Robots.txt
- Canonical Tags
- Redirects
- 404 Errors
- Duplicate Content
- Mobile SEO
- Website Speed
- Core Web Vitals
- HTTPS
- Technical SEO Audit

06. Content SEO

- SEO Content Strategy
- Search Intent-Based Content
- Topic Research
- Content Clusters
- Pillar Pages
- Blog Optimization
- Content Briefs
- Content Refresh
- Featured Snippet Optimization
- Content Quality & Relevance

07. Local SEO

- Local SEO Fundamentals
- Google Business Profile
- Business Categories
- Services
- Business Description
- Local Keywords
- NAP Consistency
- Local Citations
- Reviews & Reputation
- Local Landing Pages
- Local Competitor Analysis

08. Off-Page SEO & Link Building

- What are Backlinks?
- Link Quality

- Link Relevance
- Competitor Backlink Research
- Guest Posting
- Digital PR
- Local Citations
- Link-Building Strategy
- Toxic Link Awareness

09. Google Search Console & SEO Analytics

- Search Console Setup
- Performance Report
- Queries
- Pages
- CTR
- Average Position
- Indexing Reports
- Sitemap Submission
- Coverage Issues
- GA4 SEO Analysis
- Organic Traffic Analysis

10. AI-Powered SEO

- AI for Keyword Research
- AI Content Research
- AI Content Briefs
- AI Competitor Analysis
- AI-Assisted Content Optimization
- AI SEO Workflows
- Prompt Engineering for SEO
- Content Repurposing
- Human + AI SEO Workflow

11. AEO, GEO & AI Search

- What is AEO?
- What is GEO?
- How AI Search is changing discovery
- Answer-focused content
- Entity & topical relevance
- Structured information
- Content for AI-generated answers
- Brand visibility across AI search experiences

12. SEO Audit & Reporting

- Complete Website SEO Audit
- Technical Audit
- On-Page Audit
- Content Audit

- Backlink Audit
- Local SEO Audit
- Competitor Analysis
- SEO KPI Tracking
- Monthly SEO Reports
- Client Reporting



Learn Digital. Lead Tomorrow