DIGITAL AKASH · TRAINING PROGRAMME

# SEO Practical Training Syllabus

Live website implementation · On-Page · Technical · Local · AI Search

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**20 Hrs**
COURSE DURATION

| 20 Hrs | 7 | 140 | 24 |
|---|---|---|---|
| Practical training | Modules | Topics | SEO & AI tools |

## Why an SEO Course?

Customers search before they call, visit or buy. Businesses that rank on Google, Maps and AI answers win those customers — and they need people who know how to get them there.

**01**
### Search drives buying
People check Google, Maps and AI answers before they choose a business.

**02**
### Every business needs it
Shops, clinics, institutes, startups and e-commerce brands all compete for search.

**03**
### AI is changing search
AI Overviews, ChatGPT and Perplexity need new GEO and AEO skills.

**04**
### Low-cost, long-term
Organic traffic keeps bringing enquiries without paying for every click.

**05**
### Measurable skill
Rankings, traffic and leads are tracked in GSC and GA4 — results are visible.

**06**
### Fast to start
No coding degree needed. Learn by working on a real website from day one.

## Benefits of Learning This Course

- ✓ **Job-ready skills** — practise on live websites, not slides
- ✓ **Rank your own site** — grow a blog, business or client project
- ✓ **AI search ready** — optimise for AI Overviews, ChatGPT and Perplexity
- ✓ **Freelance income** — offer audits, local SEO and content services
- ✓ **24 tools hands-on** — GSC, GA4, Ahrefs, Screaming Frog and more
- ✓ **Portfolio of projects** — audit report, local campaign and capstone project
- ✓ **Read the data** — build Looker Studio dashboards and SEO reports
- ✓ **Career support** — resume help, mock interviews and placement assistance

**Why SEO skill is needed?**

Every business wants to be found online, but few know how to rank. SEO turns search into steady traffic, leads and sales — without paying for every click. That makes it one of the most in-demand and future-proof digital skills.

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## Meet Your Trainer



### Akash Tonasalli

**SEO & Digital Marketing Consultant · Founder, Digisnare Technologies LLP**

A Bengaluru-based SEO strategist and trainer with 12+ years of hands-on experience helping businesses across India earn organic traffic, local visibility and steady enquiries. His mentor-led classes are built on live websites and real tools, with placement support for students.

| 12+ | 150+ | 5,000+ | 500+ |
|---|---|---|---|
| Years experience | Projects delivered | Students trained | Workshops |

Google Certified: Ads · Analytics · GTM | SEO & Local SEO | AI Marketing | Bengaluru

## Job Opportunities After the Course

**01 SEO Executive / Analyst**
Keyword research, on-page fixes and reporting.

**02 Technical SEO Specialist**
Crawling, indexing, speed and schema.

**03 Local SEO Specialist**
Google Business Profile, maps and citations.

**04 SEO Content Writer / Strategist**
Search-intent content and topic clusters.

**05 AI Search (GEO / AEO) Specialist**
Visibility in AI Overviews and AI assistants.

**06 Off-Page / Link Building Executive**
Outreach, digital PR and backlink audits.

**07 SEO Manager / Team Lead**
Strategy, clients and team performance.

**08 Freelance SEO Consultant**
Serve local businesses and global clients.

## 20-Hour Course Plan

| No. | Module | Topics | Hours |
|---|---|---|---|
| 01 | On-Page SEO | 20 | 4 hrs |
| 02 | Off-Page SEO | 20 | 2.5 hrs |
| 03 | Technical SEO | 20 | 3.5 hrs |
| 04 | AI SEO and Generative Search Optimization | 25 | 4 hrs |
| 05 | Local SEO | 11 | 2 hrs |
| 06 | SEO Tools Covered | 24 | 1 hr |
| 07 | SEO Analytics, Reporting and Practical Projects | 18 | 3 hrs |
| | **Total** | **140** | **20 hrs** |

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## MODULE 01 On-Page SEO — 4 hrs

| | | | |
|---|---|---|---|
| 1.1 | On-Page SEO Fundamentals | 1.2 | Keyword Research and Search Intent |
| 1.3 | Keyword Mapping and Keyword Clustering | 1.4 | Competitor Keyword Analysis |
| 1.5 | SEO Title and Meta Description Optimization | 1.6 | Heading Tags Optimization (H1–H6) |
| 1.7 | URL Structure and Slug Optimization | 1.8 | Content Optimization and SEO Copywriting |
| 1.9 | Semantic SEO and Entity Optimization | 1.10 | Search Intent-Based Content Creation |
| 1.11 | Internal Linking Strategy | 1.12 | Image SEO and Alt Text Optimization |
| 1.13 | Blog SEO and Article Optimization | 1.14 | Topical Authority and Content Clusters |
| 1.15 | E-E-A-T Optimization | 1.16 | Duplicate Content Management |
| 1.17 | Canonical Tag Optimization | 1.18 | User Experience and Content Readability |
| 1.19 | Featured Snippet Optimization | 1.20 | Video SEO and Embedded Media Optimization |

## MODULE 02 Off-Page SEO — 2.5 hrs

| | | | |
|---|---|---|---|
| 2.1 | Off-Page SEO Fundamentals | 2.2 | Backlink Fundamentals and Link Quality Analysis |
| 2.3 | Competitor Backlink Analysis | 2.4 | Link Building Strategies |
| 2.5 | Guest Posting and Guest Blogging | 2.6 | Digital PR and Link Earning |
| 2.7 | Broken Link Building | 2.8 | Resource Page Link Building |
| 2.9 | Unlinked Brand Mention Building | 2.10 | Business Directory and Citation Building |
| 2.11 | Local Citation Management | 2.12 | NAP Consistency Optimization |
| 2.13 | Brand Authority and Online Reputation Management | 2.14 | Review Generation and Reputation Management |
| 2.15 | Social Media and Brand Visibility | 2.16 | Toxic Backlink Analysis |
| 2.17 | Link Spam Policies and Risk Management | 2.18 | Backlink Profile Audit |
| 2.19 | Local SEO and Google Business Profile Optimization | 2.20 | Google Maps Ranking Optimization |

## MODULE 03 Technical SEO — 3.5 hrs

| | | | |
|---|---|---|---|
| 3.1 | Technical SEO Fundamentals | 3.2 | Website Crawling and Indexing |
| 3.3 | Google Search Console Indexing Reports | 3.4 | XML Sitemap Creation and Submission |
| 3.5 | Robots.txt Configuration | 3.6 | Canonical Tags and Indexability |
| 3.7 | Website Architecture and Crawl Depth | 3.8 | Broken Links and 301/302 Redirects |
| 3.9 | Core Web Vitals | 3.10 | PageSpeed Optimization |
| 3.11 | Mobile-First Indexing | 3.12 | HTTPS and Website Security |
| 3.13 | Structured Data and Schema Markup | 3.14 | JavaScript SEO Fundamentals |
| 3.15 | Pagination and Faceted Navigation | 3.16 | International and Multilingual SEO |
| 3.17 | Website Migration SEO | 3.18 | Crawl Budget Optimization |
| 3.19 | Log File Analysis Fundamentals | 3.20 | Technical SEO Audit and Fixes |

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## MODULE 04 AI SEO and Generative Search Optimization — 4 hrs

- 4.1 Introduction to AI in SEO
- 4.2 AI-Powered Keyword Research
- 4.3 AI Search Intent and Topic Clustering
- 4.4 AI-Assisted SEO Content Briefs
- 4.5 AI Content Creation and Optimization
- 4.6 AI Content Humanization and Fact-Checking
- 4.7 AI Content Quality and Originality Assessment
- 4.8 AI-Assisted Competitor Analysis
- 4.9 AI-Based Content Gap Analysis
- 4.10 AI-Powered On-Page SEO Audits
- 4.11 Generative Engine Optimization (GEO)
- 4.12 Answer Engine Optimization (AEO)
- 4.13 AI Search Optimization
- 4.14 Google AI Overviews Optimization
- 4.15 ChatGPT Search Visibility
- 4.16 Google Gemini Search Visibility
- 4.17 Perplexity Search Visibility
- 4.18 Brand Mentions and Entity Visibility in AI Search
- 4.19 Structured Data for Search Understanding
- 4.20 Content Citation and Source Visibility
- 4.21 AI Search Traffic Measurement
- 4.22 AI SEO Workflow Automation
- 4.23 AI Agents for SEO Tasks
- 4.24 AI-Assisted SEO Reporting
- 4.25 AI SEO Strategy and Practical Project

## MODULE 05 Local SEO — 2 hrs

- 5.1 Local SEO Fundamentals
- 5.2 Google Business Profile Setup and Optimization
- 5.3 Google Maps Ranking Factors
- 5.4 Local Keyword Research
- 5.5 Local Landing Page Optimization
- 5.6 Local Citations and Business Directories
- 5.7 Reviews and Reputation Management
- 5.8 LocalBusiness Schema Markup
- 5.9 Multi-Location SEO
- 5.10 Local Competitor Analysis
- 5.11 Local SEO Audit and Reporting

## MODULE 07 SEO Analytics, Reporting and Practical Projects — 3 hrs

- 7.1 SEO Audit Report Preparation
- 7.2 Keyword Ranking Tracking
- 7.3 Organic Traffic Analysis
- 7.4 Click-Through Rate (CTR) Optimization
- 7.5 Conversion Tracking for SEO
- 7.6 Google Search Console and GA4 Integration
- 7.7 SEO Dashboard Creation Using Looker Studio
- 7.8 Competitor Performance Reporting
- 7.9 Backlink and Referral Traffic Analysis
- 7.10 SEO ROI and Lead Generation Analysis
- 7.11 Google Algorithm Update Monitoring
- 7.12 SEO Testing and Performance Improvement
- 7.13 Live Website SEO Audit
- 7.14 Complete On-Page SEO Implementation
- 7.15 Backlink Audit and Link Building Project
- 7.16 AI SEO and GEO Practical Project
- 7.17 Local Business SEO Campaign
- 7.18 End-to-End SEO Capstone Project

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MODULE 06

## SEO Tools Covered

1 hr + used in every module

24 tools practised hands-on across the course — from Google's free stack to industry suites and AI assistants.

- Google Search Console
- Google Analytics 4
- Google Keyword Planner
- Google Trends
- Google Search Operators
- PageSpeed Insights
- Lighthouse
- Rich Results Test
- Google Business Profile
- Google Tag Manager
- Ahrefs
- Screaming Frog SEO Spider
- Ubersuggest
- AnswerThePublic
- Bing Webmaster Tools
- Microsoft Clarity
- Looker Studio
- Yoast SEO
- Rank Math
- ChatGPT for SEO
- Google Gemini for SEO
- Claude for SEO
- Perplexity for SEO Research
- NotebookLM for SEO Research

**How this course is taught:** every topic is applied to a live website, not theory alone. On-Page SEO, Technical SEO, Search Console, GA4, Local SEO and practical AI search optimisation get the most time. GEO and AI search visibility are treated as evolving areas — students learn to measure results, not promise guaranteed rankings or AI citations.

> **The best place to hide a dead body is page two of Google search results.**
>
> — Popular SEO saying · Learn to rank on page one

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CONTACT AKASH

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