

SEO Mastery: From Fundamentals to Advanced Strategy

Learn how search engines actually rank pages and build a repeatable SEO process you can apply to any website.

Level: Intermediate Duration: 6 weeks, 4-6 hrs/week Language: English

Curriculum

1. How Search Engines Work

- Crawling, Indexing, and Ranking Explained 16 min
- Understanding Search Intent 18 min

2. Keyword Research

- Finding Keyword Opportunities 24 min
- Analyzing Competitor Rankings 20 min
- Mapping Keywords to Content 18 min

3. On-Page SEO

- Title Tags, Meta Descriptions, and Headers 20 min
- Internal Linking Strategy 18 min
- Optimizing Images and Media 14 min

4. Technical SEO

- Site Speed and Core Web Vitals 26 min
- Crawlability and Indexation Issues 22 min
- Structured Data and Schema Markup 20 min

5. Content Strategy

- Building a Content Calendar Around Intent 22 min
- Writing for Both Users and Search Engines 24 min

6. Off-Page SEO & Reporting

- Link Building Fundamentals 24 min
- Tracking Rankings and Reporting Results 18 min

Pricing

Self-Paced One-time payment, lifetime access	Rs 21,999 (was Rs 39,000)
Live Sessions One-time payment, includes live cohort access	Rs 64,999 (was Rs 117,000)
1-on-1 Per engagement, scheduled with your mentor	Rs 155,999 (was Rs 281,000)