

SEO MASTERY

Duration: 6–8 Weeks | Level: Intermediate – Advanced

SDMI - Suriya Digital Marketing Institute

Course Overview

A deep-dive course on search engine optimization, covering everything needed to rank websites organically on Google.

Curriculum Modules

1. **SEO Fundamentals** - How search engines work, ranking factors, and algorithm basics.
2. **Keyword Research** - Search intent, long-tail keywords, and keyword research tools.
3. **On-Page SEO** - Meta tags, headings, content optimization, and internal linking.
4. **Technical SEO** - Site speed, mobile-friendliness, schema markup, XML sitemaps, and crawlability/indexing.
5. **Off-Page SEO & Link Building** - Backlink strategies, guest posting, and outreach.
6. **Local SEO** - Google Business Profile optimization and local citations & reviews.
7. **SEO Tools & Analytics** - Google Search Console, SEMrush/Ahrefs, Screaming Frog, rank tracking & reporting.

Tools & Platforms Covered

Google Search Console, SEMrush/Ahrefs (overview), Screaming Frog, Google Analytics

Learning Outcomes

Upon completion of this course, students will be able to confidently audit, optimize, and rank websites for their target keywords on Google.

