



Conversion-Based SEO : From Beginner to Advance to Elite

Duration : 4 Months

Total Training Hours : 96 Hours

Mentor: Ratan Kumar

Experience: 6+ Years

Profile Overview:

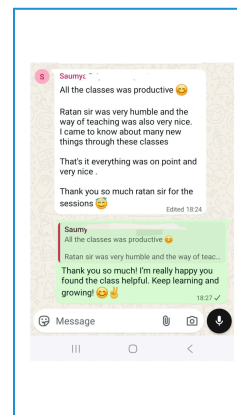
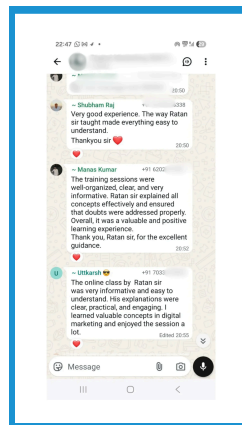
Ratan Kumar is an experienced digital marketing mentor specializing in SEO, paid advertising, and data-driven marketing strategies. He has trained **8,000+ students globally** and has worked with multiple businesses to deliver effective digital marketing solutions and growth strategies.

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Testimonials



Module - 1

Internet Fundamentals

Topics:

- How the internet works
- Client–server architecture
- HTTP vs HTTPS
- DNS resolution
- Domain names and hosting
- CDN architecture
- Web protocols
- Browser rendering pipeline

Practical:

- **Inspect HTTP requests**
- **DNS lookup analysis**
- **Website hosting setup**

Module 2

Search Engine Fundamentals

- History of search engines
- Search engine architecture
- Crawling, indexing, ranking
- Search results page anatomy
- Search intent models
- Deconstructing Search
- The Language of Search
- Word Order and Phrases
- Search Operators
- Vertical and Local Intent
- Search Queries
- The Search Engine Results Page
- Organic Results
- Special Features
- Query Refinements and Autocomplete
- Search Settings, Filters, and Advanced Search

Module 3

SEO Foundation

- What is SEO?
- SEO Myths Versus Reality
- Career in SEO
- SEO Color Wheel framework

Module 4

Google Algorithms

- Page Rank
- Google Panda
- Google Penguin
- Google Hummingbird
- Google Pigeon
- Mobilegeddon
- Google Rankbrain
- Google BERT
- Google MUM
- Helpful Content
- EEAT
- YMYL

Module 5

Keyword Research & Planning

- What is a Keyword?
- Type of Keyword
- Seed Keywords
- Keyword Research with SEO tools & AI
- Search Volume Analysis
- Keyword Difficulty Metrics
- Keyword Clustering
- Building Your Topics List
- Preparing Your Keyword Plan Spreadsheet
- Reverse keyword research
- Keyword Golden Ratio

Module 6

SEO For Content

- What is SEO content
- Difference between SEO content vs marketing content
- Role of content in search rankings
- Content lifecycle in SEO
- Content vs authority signals
- The Long Tail of Search
- Examples of Sites That Create Long-Tail Content
- Search Intent Analysis
- Topic Research & Content Planning
 - Topic Discovery
 - Content Gap Analysis
 - Competitor Content Analysis
 - Content Opportunity Mapping
- Pillar Pages
- Topic Clusters
- Content Silos
- Hub & Spoke Architecture
- Topical Authority Building
- Why Content Breadth and Depth Matter
- Can Generative AI Solutions Help Create Content?
- Measuring Progress

Module 7

On- Page SEO

- What is on-page SEO & why is it important?
- Url Optimization
- How to write an effective meta title?
- What is Meta Description & How to write a meta description?
- What are Heading Tags & How to Create?
- What are Meta Keywords?
- What is Image SEO? Important Factors?
- Internal linking strategies to rank a website?
- Naked Link
- What is Anchor text & how to create it?
- What is the website structure, and why does it matter in SEO?
- Content Optimization
- Keyword Cannabalization

Module 8

Technical SEO

- What is technical SEO, and its importance?
- SSL or TLS
- Search Engine Crawlers
- Crawl Budget
- Crawl Queue
- Crawl Prioritization
- Crawl Traps
- Crawler Behavior Analysis
- Crawl Waste Detection
- Crawl Efficiency Improvement
- Robots.txt Engineering
- Inverted Index
- Duplicate Detection
- Canonicalization
- Index Segmentation
- Index Bloat
- X-Robot Tag in SEO
- What is an XML Sitemap & How to Create?
- What is an HTML sitemap, & How to create?
- Broken Links
- 404 Error
- Redirection
 - 301
 - 302
 - 307
- Introduction to schema and its role
- Different Types of Schema
- How to create schema code?
- Validating code with Rich Results Test
- How to Check the Schema on a Page?
- hreflang
- Mobile friendliness & Responsive Design
- Open Graph & Twitter Card
- Website Optimization

Module 9

Off- Page SEO

- Introduction to Off-Page SEO
- Backlink
- Importance of backlinks in SEO
- Do follow vs. no-follow backlinks
- Backlink Evaluation
- Anchor Text Modeling
- Link Velocity
- Toxic Link Detection
- Link & Backlink Reclamation
- Link Roundups Backlink
- Authority & Spam Score
- How to build backlinks?
- Tier Link Building
- Article Submission
- QnA Submission
- Link Building Best Practices (Dos and Don'ts)
- Guest posting and outreach
- Infographic submission
- PDF/PPT submission
- Image Submission
- Social bookmarking
- Classified submission
- Forum Submission
- Directory submission
- HARO Backlink

Module 10

Local SEO

- Setting up a Google My Business (GMB) profile
- NAP consistency (Name, Address, Phone Number)
- Local citations and directories
- Local SEO ranking factors
- Local SEO optimization techniques

Module 11

International SEO

- hreflang implementation
- Geo-targeting
- International Keyword Strategy
- ccTLD vs Subfolder Architecture

Module 12

Enterprise SEO

- What is Enterprise SEO?
- Difference: Traditional SEO vs Enterprise SEO
- SEO at Scale: Key Challenges & Opportunities
- Understanding Large Website Ecosystems
- Roles & Responsibilities in Enterprise SEO Teams
- Crawl Budget Optimization
- Search Engine Crawling & Indexing Process
- Robots.txt, Meta Robots, X-Robots-Tag
- XML Sitemaps (dynamic sitemap strategy)
- Canonicalization at scale
- Handling duplicate content
- Scalable Site Architecture Design
- Flat vs Deep Architecture
- URL Structures for large websites
- Faceted Navigation SEO
- Pagination & filtering issues
- How Google renders JavaScript
- CSR vs SSR vs SSG
- Hydration & dynamic rendering
- Identifying rendering issues
- Debugging with Google tools
- **Programmatic SEO**
 - Database-driven SEO pages
 - Template-based content generation
 - Long-tail keyword scaling
 - UGC-based SEO (reviews, listings)
 - Risks: Thin content & duplication
- Automated internal linking systems
- Link equity distribution
- Contextual vs navigational links
- Breadcrumbs, footer links, hub pages
- SEO in Agile workflows
- Stakeholder management (Dev, Product, Content)
- SEO roadmap & prioritization
- Documentation & SOPs

Module 13

Modern SEO

- Answer Engine Optimization
- Generative Engine Optimization
- Artificial Intelligence Optimization
- Search Experience Optimization

Module 14

Auditing and Troubleshooting

- SEO Auditing
- Unscheduled Audits
- Customized Approaches to Audits
- Pre-Audit Preparations
- Additional SEO Auditing Tools
- Core SEO Audit Process Summary
- Sample SEO Audit Checklist
- Auditing Backlinks
- CONTENTS xix
- SEO Content Auditing
- Troubleshooting
- Pages Not Being Crawled
- Page Indexing Problems
- Duplicate Content
- Broken XML Sitemaps
- Validating Structured Data
- Validating hreflang Tags
- Local Search Problems
- Missing Images
- Missing alt Attributes for Images
- Improper Redirects
- Bad or Toxic External Links
- Single URL/Section Ranking/Traffic Loss
- Whole Site Ranking/Traffic Loss
- Page Experience Issues
- Thin Content
- Poor-Quality Content
- Content That Is Not Helpful to Users
- Google Altering Your Title or Meta Description
- Hidden Content

Module 15

Search Console

- Introduction to Google Search Console & its uses
- GSC vs GA
- How to set up GSC using various methods?
- Sitemap submission
- URL inspection
- Tracking performance, keywords, CTR, position
- Filtering and comparing performance
- Using Regex Filters & Indexing report
- Understanding and fixing technical issues
- What is Page Experience?
- What is Core Web Vitals?
- Mobile Usability
- Enhancements
- Security and Manual Actions
- URL removal

Module 16

Google Tag Manager

- What is GTM
- Set up Google Tag Manager
- Why are GA & GTM connected in the website
- Components in GTM
- What are Tag, Trigger & Variables
- Button Click Tracking
- URL Tracking
- All Link Tracking
- Outbound Link Tracking
- File Download Tracking
- Image Visibility Tracking
- WPContact Form 7 Submit tracking,
- Google Ads Conversion Tracking,
- Thank You Page Tracking
- Pop-up Tracking
- AJAX Form Tracking
- Text Copy tracking,
- WhatsApp button tracking

Module 17

Google Analytics

This module provides an in-depth understanding of Google Analytics 4, including setup, reports, event tracking, traffic analysis, user behavior insights, and SEO performance measurement. As GA4 continues to evolve, the training is regularly updated to include the latest features and best practices.

SEO Tools we do cover

- Semrush
- Screaming Frog
- Moz
- Google Page Speed Insight
- GT Metrix
- Schema Markup Validator

FAQ 1 - How is this course different from learning SEO on YouTube?

While YouTube offers scattered information, this program provides a **structured learning path from beginner to advanced to elite level SEO**. The course is designed as a **96-hour guided program** with practical implementation, real-world projects, and step-by-step mentorship. Students learn not only concepts but also how to apply them in real SEO scenarios.

FAQ 2 - Who can enroll in this course?

This course is suitable for:

- Beginners who want to learn SEO from the ground up
 - Marketing professionals looking to upgrade their SEO skills
 - Entrepreneurs and website owners who want to grow their online presence
 - Anyone who is **seriously interested in learning SEO from beginner to advanced level**
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FAQ 3 - What are the payment terms and refund policy?

The course fee can be paid **either in one full payment or in two installments**. Please note that **all payments are non-refundable once the course enrollment is confirmed**.