

Website Seo - Course Curriculum

BASIC LEVEL

How search works, intent and keyword research.

Module 1: SEO Fundamentals (4 hours)

Crawling, indexing and ranking explained simply.

- How search engines work
- Ranking factors overview
- SEO vs paid search
- Setting up your toolset

Practical task: Check indexing status for a live site.

Module 2: Search Intent (4 hours)

Matching pages to what searchers actually want.

- Intent categories
- Reading the SERP
- Content type matching
- Intent mapping

Practical task: Classify intent for 30 queries.

Module 3: Keyword & Competitor Research (6 hours)

Finding realistic opportunities.

- Seed keywords and expansion
- Volume and difficulty
- Competitor gap analysis
- Building a keyword map

Practical task: Assignment: keyword map for one website.

INTERMEDIATE LEVEL

On-page optimisation, content and internal linking.

Module 1: On-Page SEO (6 hours)

The elements you control on every page.

- Page structure and headings
- URL and image optimisation
- Schema basics
- On-page checklist

Practical task: Optimise three pages against a checklist.

Module 2: Meta Titles, Descriptions & Content Optimisation (6 hours)

Winning the click and satisfying the query.

- Title writing formulas
- Meta descriptions
- Content depth and structure
- Refreshing old content

Practical task: Rewrite metadata for ten pages.

Module 3: Internal Linking (4 hours)

Passing relevance and helping users navigate.

- Site architecture
- Anchor text
- Hub and spoke models
- Finding orphan pages

Practical task: Case study: fix a weak internal link structure.

ADVANCED LEVEL

Technical SEO, links, local search and reporting.

Module 1: Technical SEO & Search Console (8 hours)

Diagnosing what stops pages from ranking.

- Crawling and indexing controls
- Sitemaps and robots
- Core Web Vitals
- Search Console diagnostics

Practical task: Run a crawl and produce a prioritised fix list.

Module 2: Link Building & Local SEO (6 hours)

Authority and local visibility fundamentals.

- Ethical link fundamentals
- Digital PR basics
- Google Business Profile
- Local citations and reviews

Practical task: Build a local SEO improvement plan.

Module 3: SEO Reporting & Complete SEO Project (9 hours)

Proving the work and delivering the result.

- Report structure
- Tracking rankings and traffic
- Stakeholder communication
- Full site project

Practical task: Final project: complete SEO plan with implementation report.

Have questions about our Training Programs or need more details before getting started?

Our Academy support team is available to provide the right information and guidance for your needs.

Whether you need Fee details, installment plan and other information, or assistance with your requirements, we are here to help.

WhatsApp & Call.

+92 330 7620468

Or visit our website.

www.telelineenterprises.com

Address

Office 61, Phase 03, Garden Town, Gujranwala, Pakistan

Email.

info@telelineenterprises.com