



Master SEO in 45 Days – Complete Search Engine Optimization Course



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Course Overview

Rank Websites on Google – The Right Way

Search Engine Optimization (SEO) is the foundation of digital visibility. **This 45-day Master SEO Course by SkillUpgrades** gives you step-by-step practical training in **on-page, off-page, and technical SEO**, including how to use SEO tools, fix errors, and rank websites on Google organically.

Designed for digital marketers, freelancers, bloggers, and business owners, this course focuses on **real SEO results** – not theory.

What You'll Learn

- Complete On-Page SEO: titles, meta, structure, speed
- Off-Page SEO: backlinks, guest posting, outreach
- Technical SEO: indexing, sitemaps, mobile optimization
- Keyword research & SEO-friendly content planning
- Google Search Console & Analytics integration
- Local SEO and Google My Business setup
- Fixing crawl errors, redirects, broken links
- Competitor analysis & SERP tracking
- Using tools like Ahrefs, SEMrush, Ubersuggest, Screaming Frog
- SEO audits and reporting



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Who Should Enroll

- Beginners looking to start a career in SEO
- Bloggers & affiliate marketers
- Freelancers and SEO consultants
- Business owners & webmasters
- Digital marketers upgrading their skills

Requirements

- Basic knowledge of how websites work
- Laptop or desktop with internet access
- Interest in content, analytics, or ranking

Course Modules – Master SEO in 45 Days

Module 1: SEO Fundamentals & Tools



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- What is SEO & how search engines work
- Types of SEO: on-page, off-page, technical
- Overview of SEO tools: free & premium
- Understanding Google algorithm updates

Module 2: Keyword Research & Strategy

- Keyword types: short-tail, long-tail, LSI
- Using Ubersuggest, Google Trends, Keyword Planner
- Mapping keywords to buyer intent
- Keyword clustering and content planning

Module 3: On-Page SEO Deep Dive

- Title tags, meta descriptions, heading tags
- Internal linking, anchor text optimization
- Image SEO: alt tags, compression
- Mobile responsiveness & page speed
- Schema markup and structured data



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Module 4: Off-Page SEO & Backlinks

- What are backlinks and why they matter
- Guest blogging and outreach campaigns
- Creating shareable content for natural links
- Directory submission, social bookmarks, PR
- Avoiding toxic links and Google penalties

Module 5: Technical SEO & Site Optimization

- Crawlability, indexing, robots.txt, sitemap.xml
- Fixing 404s, redirects, and broken links
- Canonical tags, duplicate content fixes
- Mobile SEO and Core Web Vitals
- Screaming Frog, GTMetrix, and audit tools

Module 6: Local SEO & GMB Optimization



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- Google My Business setup and optimization
- Reviews, citations, and local link building
- NAP consistency and local schema
- Ranking in Google Local 3-Pack

Module 7: SEO Audits & Reporting

- Conducting full SEO audits
- Using Ahrefs/SEMrush for site health
- Competitor analysis and SERP tracking
- Reporting templates and client strategy decks
- Final Project: Optimize and rank a sample website

Course Highlights

- 45-day intensive SEO specialization
- Real website optimization projects
- Learn industry tools: Ahrefs, SEMrush, GSC
- Certificate of Completion
- Freelancing, resume, and client project guidance



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