



Duration: 6 Months

Level: Freelance / Job Ready

Best For: College students, freshers, non-technical

background

This 6-month program takes students from beginner to **full-stack SEO professional**, capable of handling **real projects**, **audits**, **reporting**, **tools**, **freelancing and agency-level work**.

Students work on multiple live or demo websites, portfolios and real campaigns.

Month 1 - Core Foundations & Website SEO Setup

Explanation:

Month 1 builds the fundamentals and ensures every student can handle basic SEO tasks independently.

By the end of Month 1, students can fully optimise a **5-10 page website**.

Topics Covered:

1. Understanding SEO Deeply

- SEO vs Digital Marketing
- Crawling, indexing, ranking
- o Domains, hosting, SSL, CDN basics

2. Keyword Research - Strong Foundation

- User intent + mapping keywords to pages
- Researching using multiple tools
- Creating keyword sheets for clients

3. On-Page SEO – Practical Implementation

- o Titles, meta descriptions
- o H1-H3 structure
- Optimising URLs
- Internal linking basics

4. Content Writing for SEO

- SEO-friendly blog structure
- Keywords placement
- Avoiding keyword stuffing
- Writing meta tags & headings

5. Practical Projects:

- o Optimise a 5-10 page demo website
- Create 2 SEO-optimised blogs

Month 2 - Technical SEO Core + Speed + Indexing

Explanation:

Students enter the technical phase—focusing on performance, indexing issues, website structure and schema.

Topics Covered:

- 1. Technical SEO Essentials
 - Crawlability & indexability
 - XML sitemap, robots.txt
 - Canonical tags
 - Fixing duplicate content

2. Website Speed Optimization

- Image optimisation
- Caching, minification
- Core Web Vitals (LCP, CLS, INP concept)

3. Mobile-first & Responsive SEO

- Mobile indexing
- Design issues affecting ranking

4. Introduction to Schema Markup

- FAQ, Article, Breadcrumb, LocalBusiness
- Why schema improves CTR

5. Practical Projects:

- o Perform a technical audit on a demo website
- o Submit a "Technical Errors Report"

Month 3 – Off-Page SEO, Link Building & Branding

Explanation:

Students learn how to build authority through backlinks—without spam—and start their first link-building campaigns.

Topics Covered:

1. Backlinks Deep Dive

- What makes a good backlink
- DA/DR, spam score (concept only)
- Follow vs nofollow

2. Anchor Text Planning

- Natural ratio
- Avoiding penalties
- Link velocity concepts

3. Link-Building Methods

- Guest posting
- Profile creation
- Social signals
- Citations for local business

4. Brand Building Signals

- NAP consistency
- Social presence
- Google entity trust

5. Practical Projects:

- Build 10-15 safe backlinks
- Create outreach templates
- Competitor backlinks research

Month 4 – Local SEO, GBP Optimization & Reporting Mastery

Explanation:

Month 4 focuses on **Local SEO**, Google Business Profile optimisation and client-level reporting.

Topics Covered:

Local SEO Mastery

- Local keyword strategy
- Geo-modified searches
- Area-wise landing pages

2. Google Business Profile (GBP) Growth

- Setting categories, services
- o GMB posts strategy
- Review generation framework

3. Tracking & Ranking Reports

- Using Google Search Console
- Using Google Analytics (GA4 concepts)
- Creating professional SEO monthly reports

4. Client Communication Skills

- How to explain SEO results
- How to present reports
- Explaining low traffic / drops

5. Practical Projects:

- Fully optimise a GBP listing
- Create a full Monthly SEO Report

Month 5 – Real Website Projects, Audits & Portfolio Development

Explanation:

Students work on real projects, create SEO documentation and build a **professional portfolio**.

Topics Covered:

1. Real-Website SEO Execution

- Working on 1-2 demo/live sites
- Weekly planning & execution
- Fixing on-page, off-page, technical issues

2. Full SEO Audit (Deep)

- Technical audit
- On-page audit
- Content audit
- Off-page audit
- o Competitor analysis audit

3. Creating SEO Deliverables

- Keyword research document
- On-page checklist
- Audit reports
- Monthly SEO reports
- Ranking growth sheet

4. Portfolio Development

- o Making a Google Drive / Behance / Notion portfolio
- Before/after screenshots
- Audit samples

5. Practical Projects:

o 1 Full SEO Audit

- 1 Full SEO Strategy Document
- 1 Month of On-page + Off-page execution

Month 6 - Freelancing, Job Prep & Advanced Career Path

Explanation:

Month 6 prepares students for **jobs, freelancing or agency-level work**. By now, they should handle projects independently.

Topics Covered:

1. Freelancing & Client Handling

- Creating Fiverr/Upwork profiles
- Writing gig descriptions
- Handling first client messages
- Delivering SEO results as a freelancer

2. Advanced SEO Topics (Awareness Level)

- Programmatic SEO (overview)
- E-E-A-T guidelines
- Helpful content system
- Indexing issues, JavaScript SEO basics (awareness)

3. Interview Preparation

- 40+ common SEO interview questions
- Scenario-based SEO problems
- Mock interview sessions

4. Resume + LinkedIn Optimization

- o Creating a job-ready SEO resume
- Portfolio integration
- LinkedIn optimization for recruiters

5. Placement Assistance

- Applying to 20-40 companies
- Connecting with digital agencies
- HR communication and follow-ups
- o Guidance for interviews & assignments

Final Month Projects & Certification Requirement

To receive certification, students must complete:

- 1. 1 Full SEO Audit Report
- 2. 1 SEO Case Study (before/after results)
- 3. Optimisation of a real/demo site for 20-30 keywords
- 4. Creation of a complete SEO Portfolio



★ Why It's Popular

- a. Demand is extremely high in Mohali/Chandigarh (Digital Agencies belt)
- b. Easiest IT domain for NON-technical students
- c. Freelancing & YouTube/Blogging opportunities

Skills You Learn

- a. On-Page SEO (content optimization)
- b. Off-Page SEO (backlinks)
- c. Technical SEO (sitemaps, robots, schema)
- d. Google Analytics & Search Console
- e. Local SEO (Google My Business)
- f. Tools: Ahrefs, SEMrush, MOZ

Job Roles

- a. SEO Executive / Analyst
- b. Digital Marketing Executive
- c. Content Optimizer

Freshers' Salary Range
₹12.000 - ₹15.000/month





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INDIAN INSTITUTE OF TECHNOLOGY MANDI







