



Search Engine Optimization

Duration: 2 Months

Course Overview:

The **Search Engine Optimization (SEO)** course by **Bright Mentors** is a career-oriented training program designed for students, working professionals, entrepreneurs, and digital marketing aspirants. The course takes you **from foundational SEO concepts** to advanced search engine ranking strategies.

You'll learn how **search engines** work, how to conduct keyword research, optimize website content, build backlinks, perform SEO audits, and analyze **SEO performance using powerful tools like Google Search Console, Google Analytics, and SEMrush.**

Whether you're aiming to boost your company's online presence, start a freelance SEO career, or land a job as an SEO analyst, this course equips you with the skills and real-world experience needed to succeed.

What You'll Learn

- ◆ Understand how **search engines** work and the role of SEO
- ◆ Perform keyword **research using professional** tools
- ◆ Optimize website content for higher rankings (**On-Page SEO**).
- ◆ Build backlinks and boost domain authority (**Off-Page SEO**).
- ◆ Improve **website performance** using **technical SEO** best practices.
- ◆ Work with **Google Search Console** and Google Analytics.
- ◆ Implement **SEO strategies** for local, mobile, and eCommerce platforms.
- ◆ Prepare for roles like **SEO Analyst, Digital Marketing Executive, or Content Strategist.**



Tools & Platform Covered

- ◆ Google Search Console
- ◆ Google Analytics
- ◆ Ubersuggest
- ◆ SEMrush
- ◆ Ahrefs (Introductory Use)
- ◆ Moz
- ◆ Screaming Frog
- ◆ Yoast SEO (for WordPress SEO projects)

Course Modules

Module 1: Introduction to SEO

- ✓ How search engines work
- ✓ Types of SEO (**On-Page, Off-Page, Technical, Local**)

Module 2: Keyword Research

- ✓ Short-tail vs Long-tail Keywords
- ✓ Competitor Keyword Analysis
- ✓ Keyword Research Tools

Module 3: On-Page SEO Optimization

- ✓ Meta Titles & Descriptions
- ✓ Image Alt Text
- ✓ URL Structure
- ✓ Content Optimization
- ✓ Internal Linking

Module 4: Technical SEO

- ✓ Site Speed Optimization
- ✓ Mobile Responsiveness
- ✓ Sitemap & Robots.txt
- ✓ Canonical Tags
- ✓ Schema Markup

Module 5: Off-Page SEO & Link Building

- ✓ Backlinks: Types & Strategies
- ✓ Guest Posting
- ✓ Social Media Signals
- ✓ Directory Submissions

Module 6: Local SEO

- ✓ Google Business Profile Setup
- ✓ Local Listings & Citations
- ✓ Location-Based Keyword Targeting

Module 7: SEO Analytics & Reporting

- ✓ Setting up google search console
- ✓ Integrating Google Analytics
- ✓ Tracking Keyword Rankings
- ✓ Creating SEO Reports

Module 6: Real-Time Projects & SEO Audits

- ✓ Website SEO Audit (Live Case Study)
- ✓ Strategy Implementation
- ✓ Final Report & Presentation

Learning Management System

Key Features **Learning Management System**



Live Sessions with Class Recordings

Gain access to interactive live training sessions along with recorded classes to reinforce learning at your own pace.



Expert-Led Training Sessions

Learn from industry experts through structured training sessions designed to enhance your skills and practical knowledge.



Earn Your Training Certificate

Receive an official training certification upon successful course completion to validate your learning and expertise.



Experience Certificate for Professionals

Get an experience certificate based on your hands-on project work and practical assessments.

