



ELEVO LABS

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Course Overview

Course Details

Course Name: SEO Fundamentals: A Practical Guide to Ranking on Google

Instructor: Rohan Verma

Created On: 16 June, 2025

Updated On: 16 June, 2025

Price: 5500 INR

Duration: 6 weeks

Modules: 10

Language: English, Hindi

Level: Beginner, Expert

Certifications: Yes

Course Description

Unlock the potential of organic search with our comprehensive SEO Fundamentals course. This program is designed to demystify Search Engine Optimization, providing you with a clear, actionable framework to improve your website's ranking and attract the right audience. Whether you're a business owner, marketer, blogger, or aspiring digital professional, this course will give you the foundational skills you need to succeed.

We start by covering how search engines like Google work, understanding the core principles of crawling, indexing, and ranking. You'll then dive into the most critical aspect of SEO: keyword research, learning how to find the terms your audience is searching for. We'll guide

you step-by-step through On-Page SEO (optimizing your content), Technical SEO (making your site easy for Google to read), and Off-Page SEO (building authority and trust).

The course also includes dedicated modules on Local SEO for businesses with physical locations and how to use essential free tools like Google Analytics and Google Search Console to measure your success. You will leave this course with a practical checklist and the confidence to implement an effective SEO strategy.

What You'll Learn:

- How search engines work and what they look for.
- Conducting effective keyword research to target the right audience.
- Mastering On-Page SEO: title tags, meta descriptions, content optimization, and more.
- The basics of Technical SEO: site speed, mobile-friendliness, and sitemaps.
- Understanding Off-Page SEO and the importance of backlinks.
- Optimizing for Local SEO with Google Business Profile.
- Using Google Analytics and Search Console to track your performance.

Who Is This Course For?

This course is perfect for beginners with no prior SEO knowledge. It is ideal for small business owners, marketing managers, content creators, copywriters, and anyone looking to increase organic traffic to their website.

Includes hands-on exercises, downloadable checklists, a final website audit project, and a certificate of completion. Available in English and Hindi.

Course Curriculum Details

Module 1: Module 1: The Foundations of SEO

3 Lessons

1. What is SEO and Why It Matters **15min**

2. How Search Engines Work: Crawling, Indexing, Ranking **25min**

3. Understanding White Hat vs. Black Hat SEO **15min**

Module 2: Module 2: Keyword Research

4 Lessons

1. Understanding User Intent **20min**

2. Types of Keywords (Informational, Navigational, Commercial, Transactional) **25min**

3. How to Use Google Keyword Planner & Other Free Tools **35min**

4. Analyzing Keyword Competitiveness **20min**

Module 3: Module 3: On-Page SEO

5 Lessons

1. Optimizing Title Tags and Meta Descriptions **30min**

2. Proper Use of Header Tags (H1, H2, H3) **20min**

3. Writing SEO-Friendly Content **30min**

4. Image Optimization (Alt Text, File Size, File Names) **25min**

5. Creating SEO-Friendly URLs **15min**

Module 4: Module 4: Internal Linking

2 Lessons

1. What is Internal Linking and Why is it Important? **20min**

2. Best Practices for Internal Linking Strategy **25min**

Module 5: Module 5: Technical SEO Basics

5 Lessons

1. The Importance of Website Speed (Core Web Vitals) 25min

2. Mobile-Friendliness and Its Impact 20min

3. Understanding XML Sitemaps 20min

4. What is Robots.txt? 15min

5. HTTPS and Website Security 15min

Module 6: Module 6: Off-Page SEO Basics

3 Lessons

1. What are Backlinks and Why They Matter (Domain Authority) 25min

2. Follow vs. No-Follow Links 15min

3. Introduction to Ethical Link Building Strategies 30min

Module 7: Module 7: Local SEO

3 Lessons

1. Optimizing Your Google Business Profile 35min

2. The Importance of Local Citations (NAP) 20min

3. Encouraging and Managing Local Reviews 20min

Module 8: Module 8: Measuring SEO Success

3 Lessons

1. Setting up Google Analytics **20min**

2. Setting up and Using Google Search Console **30min**

3. Key Metrics to Track (Traffic, Clicks, Impressions, CTR) **25min**

Module 9: Module 9: Final Project - Basic SEO Audit

3 Lessons

1. Creating an SEO Audit Checklist **30min**

2. Performing a Live Audit on a Website **1hr 30min**

3. Presenting Your Findings and Recommendations **45min**

Module 10: Module 10: Course Wrap-Up

2 Lessons

1. Creating Your Ongoing SEO Strategy **20min**

2. Staying Updated with SEO Trends **15min**

This curriculum is subject to minor adjustments to ensure the most up-to-date and effective learning experience.