SkillNewton

Live Online | 45 Days | Course Brochure

E-commerce SEO Mastery

A 45-day live online programme on product and category SEO, technical SEO, product schema, faceted navigation and Shopify and WooCommerce optimization for online stores.

DURATION	MODE	LEVEL
45 Days	**Live online, instructor-led**	**Intermediate to Advanced**
FEE	MODULES	PROJECTS
₹7,000	**14 modules**	**10 practical + capstone**

Learning approach: Live Classes + Practical Assignments + E-commerce Website Implementation

Course overview

Learn how to optimize e-commerce websites for search engines, attract high-intent shoppers, improve product visibility and increase organic sales. This practical programme focuses on product and category page optimization, e-commerce keyword research, technical SEO, product schema, faceted navigation, duplicate content management, and SEO implementation using Shopify and WooCommerce.

You will learn how to develop scalable SEO strategies for online stores, conduct e-commerce SEO audits, and optimize websites to generate sustainable organic traffic and sales, with hands-on work on product and category pages, technical SEO exercises and real-world e-commerce SEO case studies.

The programme runs for 45 days across six learning phases, moving from e-commerce fundamentals, keyword research and website architecture through product and category page SEO, technical SEO, product schema, Shopify and WooCommerce, content, off-page SEO and analytics, to advanced audits and practical implementation. It covers 14 modules, 10 practical projects and a final capstone project in which you develop and implement a complete SEO strategy for an e-commerce website. Live classes run 5 days per week for 1.5–2 hours each, with practical assignments after each major module, weekly doubt-clearing sessions, and a final capstone project and evaluation.

What you will be able to do

- Conduct professional e-commerce keyword research
- Optimize product, category and collection pages
- Develop SEO-friendly e-commerce website architecture
- Manage duplicate product content and URL variations
- Optimize faceted navigation and crawl efficiency
- Implement product schema and structured data
- Perform Shopify and WooCommerce SEO
- Conduct comprehensive e-commerce SEO audits
- Develop product-focused content and link-building strategies
- Measure organic traffic, conversions and revenue performance
- Build scalable SEO strategies for large online stores

Who should enrol

- **E-commerce business owners**: Plan keywords, store architecture and product pages that attract high-intent shoppers.
- **Shopify store owners**: Manage Shopify metadata, canonicals, filtering, schema and speed, then run an SEO audit.
- **WooCommerce website owners**: Configure permalinks, Rank Math or Yoast SEO, product schema and WooCommerce sitemaps.
- **SEO professionals**: Add faceted navigation, product schema, crawl budget and catalogue SEO to your skill set.
- **Digital marketing executives**: Track organic product performance and conversions with Search Console and GA4.
- **Freelance SEO consultants**: Run complete e-commerce SEO audits and prepare improvement roadmaps for store clients.
- **E-commerce marketing professionals**: Build buying guides, content clusters and product link-building campaigns.
- **Website developers**: Implement JSON-LD product schema, SEO-friendly URLs, pagination and Core Web Vitals fixes.
- **Students interested in e-commerce SEO**: Build practical skills through 10 projects and a capstone on a full store SEO strategy.

Curriculum: 14 modules

Days 1–7 · Keywords & Store Architecture

Module 1: E-commerce SEO Fundamentals

Introduction to e-commerce SEO · How search engines discover online stores · Understanding e-commerce search behaviour · Organic traffic and online sales · E-commerce SEO ranking considerations · Types of e-commerce websites · Understanding product, category and brand pages · Search intent for online shopping · E-commerce SEO challenges · Developing an e-commerce SEO strategy

Module 2: E-commerce Keyword Research

Product-based keyword research · Category and collection keyword research · Transactional and commercial search intent · Long-tail product keywords · Buyer-intent keyword identification · Competitor keyword analysis · Product attribute and specification keywords · Brand and non-brand keyword research · Keyword clustering and mapping · Seasonal and trending product keywords · Keyword cannibalization prevention · Building an e-commerce keyword database

Module 3: E-commerce Website Architecture

Planning SEO-friendly store architecture · Homepage, category and product hierarchy · Product category and subcategory structures · Collection page organization · SEO-friendly URL structures · Breadcrumb navigation · Internal linking architecture · Product discovery and navigation · Managing large product catalogues · Pagination and crawl depth · Website architecture auditing

Days 8–14 · Product & Category Pages

Module 4: Product Page SEO

Product page optimization fundamentals · SEO-friendly product titles · Product meta descriptions · Product URL optimization · Product description optimization · Product specifications and attributes · Image SEO and image alt text · Product reviews and user-generated content · Product FAQs · Product schema implementation · Product variants and variations · Internal linking for product pages · Conversion-focused product content · Optimizing out-of-stock products

Module 5: Category & Collection Page SEO

Category page SEO fundamentals · Collection page optimization · Category keyword targeting · SEO-friendly category descriptions · Category title and meta optimization · Product listing optimization · Category page content strategy · Subcategory linking · Breadcrumb implementation · Category page schema considerations · Managing overlapping category pages · Improving category page search visibility

Days 15–21 · Technical SEO & Facets

Module 6: E-commerce Technical SEO

E-commerce crawling and indexing · XML sitemap optimization · Robots.txt configuration · Canonical tags and duplicate URLs · Product URL parameter management · Pagination SEO · Faceted navigation optimization · Filter and sorting URL management · Crawl budget optimization · JavaScript SEO fundamentals · Mobile-first indexing · Core Web Vitals optimization · Website speed optimization · Technical SEO troubleshooting

Days 22–28 · Schema, Duplicates, Shopify

Module 7: Product Schema & Structured Data

Introduction to structured data · Schema.org fundamentals · Product schema implementation · ProductGroup and product variants · Offer and pricing information · Availability and stock status · Review and AggregateRating schema · BreadcrumbList schema · Organization schema · Merchant listing structured data · JSON-LD implementation · Structured data validation · Rich Results Test · Schema errors and troubleshooting

Module 8: Duplicate Content & Product Management

Understanding duplicate content · Duplicate product descriptions · Similar product variations · Product filters and URL duplication · Canonicalization strategies · Product pagination management · Out-of-stock and discontinued product handling · Seasonal product pages · Product URL changes · Product catalogue optimization · Managing thin product pages · Content consolidation strategies

Module 9: Shopify SEO

Shopify SEO fundamentals · Shopify store architecture · Shopify URL structure · Product and collection page optimization · Shopify metadata management · Shopify sitemap and robots.txt · Canonical tag management · Shopify pagination and filtering · Product schema implementation · Shopify app considerations for SEO · Duplicate content management · Shopify speed optimization · Shopify SEO audit

Days 29–35 · WooCommerce & Growth

Module 10: WooCommerce SEO

WooCommerce SEO fundamentals · WordPress and WooCommerce configuration · Product and category optimization · Permalink structure · Rank Math and Yoast SEO · Product schema configuration · Product variations and attributes · WooCommerce sitemap management · Pagination and filtering SEO · WooCommerce performance optimization · Product image optimization · WooCommerce technical SEO audit

Module 11: E-commerce Content & Off-Page SEO

E-commerce content strategy · Buying guides and product comparisons · Product review content · Informational keyword targeting · Blog and category internal linking · Product-focused content clusters · Digital PR for e-commerce websites · Product link-building strategies · Brand mentions and authority building · Competitor backlink analysis · Link-building campaign planning · Building topical authority for online stores

Module 12: E-commerce Analytics & Conversion Optimization

Google Search Console for e-commerce · Google Analytics 4 e-commerce reports · Organic product page performance · Category page traffic analysis · Product impressions and CTR · Organic conversion tracking · Landing page performance · Product search visibility monitoring · Revenue and organic traffic analysis · SEO performance reporting · Identifying underperforming products · Conversion rate optimization fundamentals

Days 36–45 · Audits & Final Project

Module 13: E-commerce SEO Auditing & Advanced Strategies

Complete e-commerce SEO audits · Competitor store analysis · Product and category keyword gap analysis · Crawl budget optimization · Large product catalogue management · International e-commerce SEO fundamentals · Hreflang implementation · Multi-country store architecture · Programmatic SEO for product catalogues · Scalable product page optimization · Seasonal SEO planning · E-commerce website migration fundamentals

Module 14: Practical Implementation & Final Project

Develop and implement a complete SEO strategy for an e-commerce website

Perform a complete e-commerce SEO audit · Research keywords for an online store · Create product and category keyword mapping · Optimize product and category pages · Develop an internal linking strategy · Implement and validate product schema · Identify and resolve duplicate content issues · Audit faceted navigation · Configure Shopify or WooCommerce SEO · Analyze search performance · Prepare an e-commerce SEO improvement roadmap · Develop a final SEO report

- E-commerce website and competitor analysis
- Product and category keyword research
- Keyword clustering and mapping
- Website architecture and internal linking
- Product and category page optimization
- Technical SEO and indexation management
- Product schema implementation
- Duplicate content and faceted navigation management
- Shopify or WooCommerce SEO implementation
- Performance tracking and final reporting

Practical projects

1. **E-commerce Competitor SEO Analysis**
2. **Product Keyword Research and Mapping**
3. **Category and Collection Page Optimization**
4. **Product Page SEO Implementation**
5. **E-commerce Website Architecture Planning**
6. **Product Schema Implementation and Validation**
7. **Faceted Navigation and Duplicate Content Audit**
8. **Shopify or WooCommerce SEO Configuration**
9. **E-commerce Technical SEO Audit**
10. **Organic Traffic and Conversion Performance Report**
11. **Final capstone project**: Develop and implement a complete SEO strategy for an e-commerce website.

Tools & platforms covered

E-commerce Platforms	Shopify, WooCommerce
Keyword Research	Ahrefs, Semrush, Google Keyword Planner
Website Crawling	Screaming Frog, Sitebulb
Search Analytics	Google Search Console
Traffic Analytics	Google Analytics 4
Schema Validation	Schema.org Validator, Rich Results Test

Performance	PageSpeed Insights, GTmetrix
SEO Plugins	Rank Math, Yoast SEO
Content Research	Google Trends, ChatGPT
Reporting	Google Sheets, Looker Studio

How the course is delivered

- Live instructor-led online classes
- Hands-on e-commerce website optimization
- Practical product and category page assignments
- Shopify and WooCommerce implementation
- Technical SEO exercises
- Weekly doubt-clearing sessions
- Real-world e-commerce SEO case studies
- Final capstone project
- Course completion certificate

Before you join

- This is an intermediate to advanced programme, so a working understanding of basic SEO concepts is expected.
- A computer with a stable internet connection to attend live online classes and complete practical assignments.
- A Google account for working with Google Search Console, Google Analytics 4, Google Sheets and Looker Studio.

Frequently asked questions

What is the E-commerce SEO Mastery course?

It is a 45-day live online training programme covering e-commerce SEO across 14 modules, with 10 practical projects and a final capstone project in which you develop and implement a complete SEO strategy for an e-commerce website.

What is the course fee and duration?

The course fee is ₹7,000 and the programme runs for 45 days. Send an enquiry for the next batch start date.

Who can join this course?

The course is designed for e-commerce business owners, Shopify and WooCommerce store owners, SEO professionals, digital marketing executives, freelance SEO consultants, e-commerce marketing professionals, website developers and students interested in e-commerce SEO specialization. It is pitched at an intermediate to advanced level.

Are the classes live?

Yes. Classes are live and instructor-led online, 5 days per week, with each class lasting 1.5–2 hours. There are also weekly doubt-clearing sessions and practical assignments after each major module.

Does the course cover faceted navigation and duplicate content?

Yes. Module 6 covers e-commerce technical SEO, including faceted navigation, filter and sorting URLs, canonical tags and crawl budget. Module 8 covers duplicate content and product management, including canonicalization, out-of-stock and discontinued products and thin product pages.

Is Shopify and WooCommerce SEO included?

Yes. Module 9 is dedicated to Shopify SEO and Module 10 to WooCommerce SEO, covering store architecture, URLs, metadata, sitemaps, canonicals, product schema, speed and platform-specific SEO audits.

Which tools and platforms are covered?

Shopify, WooCommerce, Ahrefs, Semrush, Google Keyword Planner, Screaming Frog, Sitebulb, Google Search Console, Google Analytics 4, Schema.org Validator, Rich Results Test, PageSpeed Insights, GTmetrix, Rank Math, Yoast SEO, Google Trends, ChatGPT, Google Sheets and Looker Studio.

Will I get a certificate?

Yes. You receive a course completion certificate.

> **Please note:** This course teaches e-commerce SEO methods and practical implementation. Search rankings, organic traffic and sales are not guaranteed, as they depend on external factors such as search engine changes, competition and how the strategies are applied.

Enrol or ask a question

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