SkillNewton

Live Online | 30 Days | Course Brochure

Link Building & Digital PR Mastery

A 30-day live online programme in ethical link building and digital PR: backlink research, link gap analysis, prospecting, outreach, link reclamation and campaign reporting.

DURATION **30 Days**	MODE **Live online, instructor-led**	LEVEL **Beginner to Intermediate**
FEE **₹5,000**	MODULES **12 modules**	PROJECTS **10 practical + capstone**

Learning approach: Live Classes + Practical Assignments + Real-World Link Building Campaigns

Course overview

Learn how to build high-quality backlinks, develop effective link acquisition strategies, execute digital PR campaigns and strengthen website authority through ethical and sustainable off-page SEO practices.

This practical programme covers advanced backlink research, competitor link gap analysis, prospect discovery, outreach strategies, guest posting, digital PR, link reclamation, brand mentions and authority building. You will learn how to plan, execute and manage professional link-building campaigns for business websites, blogs, e-commerce platforms and digital marketing clients.

The course runs for 30 days across six learning phases, moving from off-page SEO fundamentals and backlink research through link gap analysis, prospecting, guest posting, outreach, digital PR, link reclamation, link quality and reporting, to practical implementation. Its 12 modules are supported by 10 practical projects and a final capstone in which you develop a complete link-building and digital PR campaign for a real website. Live classes run 5 days per week at 1.5 hours each, with practical assignments after major modules, weekly doubt-clearing sessions, hands-on backlink research and outreach, and a final capstone project and evaluation.

What you will be able to do

- Conduct advanced backlink research and analysis
- Evaluate backlink relevance, quality and authority
- Perform competitor link gap analysis
- Identify and qualify relevant link-building opportunities
- Develop guest posting and editorial link-building strategies
- Plan and execute personalized outreach campaigns
- Develop digital PR campaigns for brand visibility
- Identify unlinked brand mentions and recover lost backlinks
- Build natural and sustainable backlink profiles
- Monitor backlink growth and campaign performance
- Prepare professional link-building reports
- Manage link acquisition campaigns for businesses and clients

Who should enrol

- **SEO professionals**: Add structured backlink research, link gap analysis and safe acquisition to your SEO work.
- **Off-page SEO specialists**: Sharpen prospecting, outreach, link quality checks and risk management for campaigns.
- **Digital marketing executives**: Learn to plan, run and report on link-building and digital PR campaigns end to end.
- **Freelance SEO consultants**: Deliver backlink audits, link gap strategies and campaign reports for your clients.
- **Link-building specialists**: Go further with link intersect analysis, prospect scoring and outreach pipelines.
- **Digital PR professionals**: Connect PR to SEO through newsworthy campaigns, journalist outreach and citations.
- **Content marketers**: Create linkable assets, guest posts and research pieces that can earn editorial links.
- **Bloggers and website owners**: Build natural backlinks to your own site and reclaim lost links and brand mentions.
- **Digital marketing agency professionals**: Manage link acquisition, backlink monitoring and client reporting across websites.
- **Students interested in off-page SEO**: Start with off-page fundamentals and progress to a full real-website capstone project.

Curriculum: 12 modules

Days 1–5 · Fundamentals & Backlinks

Module 1: Off-Page SEO & Link Building Fundamentals

Introduction to Off-Page SEO · Understanding backlinks and their importance · How search engines interpret links · Types of backlinks · DoFollow and NoFollow links · Sponsored and UGC link attributes · Understanding link relevance and authority · Domain-level and page-level link metrics · Link quality versus link quantity · Natural link acquisition · Understanding Google's link spam policies · White Hat, Grey Hat and Black Hat link-building practices · Developing a sustainable link-building strategy

Module 2: Advanced Backlink Research & Analysis

Introduction to backlink analysis · Understanding backlink profiles · Referring domains and referring pages · Anchor text distribution analysis · Link relevance and contextual placement · Evaluating backlink quality · Identifying high-value link opportunities · Competitor backlink profile analysis · Identifying lost and new backlinks · Detecting suspicious backlink patterns · Backlink growth analysis · Building backlink research databases · Preparing professional backlink analysis reports

Days 6–10 · Link Gaps & Prospecting

Module 3: Competitor Link Gap Analysis

Identifying organic search competitors · Competitor backlink research · Understanding link intersect analysis · Finding websites linking to competitors · Identifying unlinked opportunities · Competitor referring domain comparison · Analyzing competitor anchor text profiles · Finding industry-specific link opportunities · Identifying resource page opportunities · Discovering editorial link opportunities · Prioritizing backlink prospects · Building a competitor link gap strategy

Module 4: Link Prospecting & Opportunity Discovery

Understanding link prospecting · Identifying relevant websites and publishers · Finding niche-specific websites · Prospecting through search operators · Resource page prospecting · Industry directory research · Blogger and publisher discovery · Journalist and editor identification · Prospect relevance and authority evaluation · Contact information discovery · Prospect qualification and scoring · Building and managing outreach databases

Days 11–15 · Guest Posting & Outreach

Module 5: Guest Posting & Editorial Link Building

Understanding guest posting · Finding relevant guest posting opportunities · Evaluating publisher websites · Identifying genuine editorial opportunities · Guest post topic research · Developing publisher-specific content ideas · Writing guest post pitches · Editorial outreach strategies · Contextual link placement · Managing guest post relationships · Evaluating guest post quality · Avoiding link farms and low-quality placements · Measuring guest posting campaign performance

Module 6: Advanced Outreach Strategy

Introduction to link-building outreach · Understanding outreach campaign workflows · Identifying the right outreach audience · Finding website owners and editors · Email prospecting fundamentals · Writing personalized outreach emails · Developing effective outreach templates · Subject line optimization · Follow-up sequences · Relationship-based link acquisition · Outreach response tracking · Managing outreach pipelines · Handling rejections and negotiations · Measuring outreach campaign performance

Days 16–20 · Digital PR & Reclamation

Module 7: Digital PR & Authority Building

Introduction to Digital PR · Digital PR versus traditional link building · Understanding editorial link acquisition · Developing newsworthy content ideas · Digital PR campaign planning · Data-driven content and research campaigns · Original research and industry reports · Expert commentary and journalist outreach · Press release fundamentals · Identifying relevant media publications · Building journalist relationships · Earning editorial mentions and citations · Measuring digital PR results · Building long-term brand authority

Module 8: Link Reclamation & Brand Mentions

Understanding link reclamation · Finding broken backlinks · Recovering lost backlinks · Identifying unlinked brand mentions · Converting brand mentions into links · Fixing broken inbound links · Website migration link recovery · Reclaiming outdated URL backlinks · Monitoring brand mentions · Finding image attribution opportunities · Managing link reclamation campaigns · Measuring recovered link value

Module 9: Resource Link Building & Advanced Techniques

Resource page link building · Broken link building · Competitor resource analysis · Linkable asset development · Creating industry resources and guides · Infographic-based link acquisition · Original research and statistics pages · Expert roundups and contribution opportunities · Local link-building opportunities · Partnership-based link acquisition · Community and association links · Building sustainable link acquisition systems

Days 21–24 · Link Quality & Reporting

Module 10: Anchor Text, Link Quality & Risk Management

Understanding anchor text optimization · Branded and non-branded anchors · Exact match and partial match anchors · Natural anchor text distribution · Contextual link relevance · Evaluating referring domains · Identifying spammy link patterns · Understanding paid link risks · Google link spam policies · Link schemes and manipulative practices · Disavow tool fundamentals and appropriate use · Monitoring backlink profile health · Developing a safe link acquisition strategy

Module 11: Link Building Analytics & Campaign Reporting

Measuring link-building performance · Tracking referring domains · Monitoring new and lost backlinks · Anchor text analysis · Competitor backlink benchmarking · Outreach performance measurement · Campaign conversion tracking · Evaluating publisher quality · Tracking earned media mentions · Backlink monitoring workflows · Preparing link-building reports · Developing campaign improvement strategies

Days 25–30 · Final Project

Module 12: Practical Implementation & Final Project

Develop a complete link-building and digital PR campaign for a real website

Select a real website and industry · Conduct a complete backlink profile audit · Identify competitor backlink opportunities · Perform a competitor link gap analysis · Build a qualified prospect database · Develop a guest posting strategy · Prepare personalized outreach templates · Plan a digital PR campaign · Identify unlinked brand mentions · Develop a link reclamation strategy · Create a backlink monitoring sheet · Prepare a complete link-building campaign report

- Website and competitor backlink analysis
- Backlink gap identification
- Link opportunity research
- Prospect qualification and database development
- Guest posting strategy
- Personalized outreach campaign planning
- Digital PR campaign development
- Brand mention and link reclamation research
- Backlink quality and risk assessment
- Campaign performance reporting

Practical projects

1. **Complete Backlink Profile Analysis**
2. **Competitor Backlink Gap Analysis**
3. **Link Prospecting Database Creation**
4. **Guest Posting Opportunity Research**
5. **Personalized Outreach Email Campaign**
6. **Digital PR Campaign Planning**
7. **Broken Link Building Research**
8. **Unlinked Brand Mention Identification**
9. **Link Reclamation Strategy**
10. **Complete Link Building Campaign Report**
11. **Final capstone project**: Develop a complete link-building and digital PR campaign for a real website.

Tools & platforms covered

Backlink Analysis	Ahrefs, Semrush, Moz
Competitor Research	Ahrefs, Semrush
Link Prospecting	Google Search, Hunter.io
Email Outreach	Gmail, Mailmeteor
Email Verification	NeverBounce, ZeroBounce
Digital PR Research	Google Trends, BuzzSumo

Brand Monitoring	Google Alerts, Mention
SEO Analysis	Screaming Frog
Campaign Management	Google Sheets
Reporting	Looker Studio

How the course is delivered

- Live instructor-led online classes
- Practical backlink research exercises
- Hands-on competitor link gap analysis
- Guest posting and outreach assignments
- Digital PR campaign planning
- Real-world prospecting exercises
- Weekly doubt-clearing sessions
- Final capstone project
- Course completion certificate

Before you join

- The course is pitched at beginner to intermediate level, so no prior link-building experience is needed; a basic grasp of how websites and search work will help.
- A computer or laptop with a stable internet connection to attend the live online classes.
- An email account for outreach practice, and a Google account for tools such as Google Sheets, Google Alerts and Looker Studio.

Frequently asked questions

What is the Link Building & Digital PR Mastery course?

It is a 30-day live online programme with 12 modules covering off-page SEO, backlink research, link gap analysis, prospecting, guest posting, outreach, digital PR, link reclamation, risk management and reporting. It includes 10 practical projects and a final capstone in which you develop a complete link-building and digital PR campaign for a real website.

What is the course fee and duration?

The course runs for 30 days and the fee is ₹5,000. Send an enquiry for the next batch start date.

Who can join this course?

SEO professionals, off-page SEO specialists, digital marketing executives, freelance SEO consultants, link-building specialists, digital PR professionals, content marketers, bloggers and website owners, agency professionals and students interested in off-page SEO. The level is beginner to intermediate.

Are the classes live?

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

Is this white hat link building?

Yes. The course teaches ethical, sustainable link building. Module 1 covers Google's link spam policies and the difference between white hat, grey hat and black hat practices, and Module 10 covers Google's link spam policies again alongside link schemes, paid link risks, disavow tool fundamentals and building a safe link acquisition strategy.

Does the course cover digital PR and outreach?

Yes. Module 6 covers advanced outreach strategy, including personalised emails, follow-up sequences and outreach pipelines. Module 7 covers digital PR campaign planning, data-driven research campaigns, expert commentary, journalist outreach and earning editorial mentions.

Which tools are covered?

Ahrefs, Semrush and Moz for backlink and competitor research; Google Search and Hunter.io for prospecting; Gmail and Mailmeteor for outreach; NeverBounce and ZeroBounce for email verification; Google Trends and BuzzSumo for digital PR research; Google Alerts and Mention for brand monitoring; Screaming Frog for SEO analysis; Google Sheets for campaign management; and Looker Studio for reporting.

Will I receive a certificate?

Yes. You receive a course completion certificate.

> **Please note:** This course teaches link-building and digital PR methods; it does not guarantee backlinks, rankings or media coverage. Results depend on external factors such as publishers, editors, content quality and competition.

Enrol or ask a question

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