SkillNewton

Live Online | 30 Days | Course Brochure

Local SEO & Google Business Profile

Improve local business visibility on Google Search and Google Maps with practical Local SEO and Google Business Profile optimization, in 30 days of live online classes.

DURATION	MODE	LEVEL
30 Days	**Live online, instructor-led**	**Beginner to Intermediate**
FEE	MODULES	PROJECTS
₹5,000	**11 modules**	**10 practical + capstone**

Learning approach: Live Classes + Practical Assignments + Real Business Optimization

Course overview

Learn how to improve local business visibility on Google Search and Google Maps through practical Local SEO strategies and Google Business Profile optimization. This industry-focused training programme covers local keyword research, Google Business Profile management, local ranking factors, citation building, location landing pages, review management, local link building and multi-location SEO.

You will learn how to plan, implement and manage Local SEO campaigns for businesses such as clinics, restaurants, law firms, service providers, retail stores and other location-based businesses.

The programme runs for 30 days in six learning phases, moving from Local SEO fundamentals and Google Business Profile through Maps ranking, keyword research, location pages, citations, reviews, multi-location SEO and analytics, to practical implementation. It covers 11 modules, 10 practical projects and assignments, and a final capstone project in which you develop and implement a complete Local SEO strategy for a real local business. Live classes run 5 days per week, 1.5 hours each, with practical assignments after major modules, weekly doubt-clearing sessions, hands-on Google Business Profile training, and a final capstone project and evaluation.

What you will be able to do

- Create, manage and optimize Google Business Profiles
- Understand Google Maps ranking fundamentals
- Perform local keyword and competitor research
- Optimize local business websites and landing pages
- Build and audit local citations
- Develop ethical review acquisition strategies
- Manage multi-location and service-area SEO
- Implement local business structured data
- Conduct professional Local SEO audits
- Track and report local search performance
- Develop Local SEO campaigns for real businesses and clients

Who should enrol

- **Beginners**: Start with how local search works, the Local Pack and local ranking factors.
- **Digital marketing professionals**: Add Google Business Profile, Maps ranking and local reporting to your skill set.
- **SEO executives and consultants**: Extend your SEO work into local keywords, location pages, citations and local schema.
- **Freelancers**: Learn to audit, optimize and report on Local SEO so you can offer it as a service.
- **Local business owners**: Manage your own Google Business Profile, reviews and local listings with confidence.
- **Agency professionals**: Handle multi-location SEO, citation audits and professional Local SEO reports.
- **Website developers**: Build location landing pages with sound structure, NAP details and LocalBusiness schema.
- **Marketers for local sectors**: Apply Local SEO for clinics, restaurants, hotels, real estate and service providers.

Curriculum: 11 modules

Days 1–5 · Local SEO & Business Profile

Module 1: Introduction to Local SEO

Understanding Local SEO and its importance · How local search works · Google Local Pack and Google Maps · Local organic search results · Understanding local search intent · Local ranking factors · Relevance, distance and prominence · Local versus traditional SEO · Types of local businesses · Developing a Local SEO strategy

Module 2: Google Business Profile Fundamentals

Introduction to Google Business Profile · Creating and claiming a business profile · Business verification fundamentals · Selecting primary and secondary categories · Business name and address optimization · Service areas and business locations · Business hours and special hours · Adding business descriptions · Services and product listings · Business attributes · Photos, videos and updates · Managing profile information · Common Google Business Profile mistakes

Days 6–10 · Profile & Maps Ranking

Module 3: Advanced Google Business Profile Optimization

Advanced profile optimization strategies · Primary and secondary category research · Service and product optimization · Business description optimization · Photo optimization and management · Google Business Profile posts · Questions and answers management · Appointment and booking links · Website and landing page connections · Profile performance insights · Managing multiple business profiles · Identifying and resolving profile issues · Google Business Profile policies and compliance

Module 4: Google Maps Ranking & Local Search

Understanding Google Maps ranking · Local Pack ranking fundamentals · Relevance, distance and prominence · Business category relevance · Local authority and brand presence · Business information consistency · Reviews and reputation signals · Local search competition analysis · Google Maps visibility tracking · Local ranking grid fundamentals · Identifying local ranking opportunities · Common Google Maps ranking problems

Days 11–15 · Keywords & Location Pages

Module 5: Local Keyword Research

Local keyword research fundamentals · City-based and location-based keywords · Service plus location keyword combinations · Near-me search intent · Commercial and transactional local keywords · Competitor keyword research · Local keyword clustering · Service-area keyword research · Neighborhood and suburb keyword research · Keyword mapping for location pages · Avoiding location keyword cannibalization · Building a local keyword database

Module 6: Local On-Page SEO & Location Landing Pages

SEO-friendly location page structures · Service and location page optimization · Title tags and meta descriptions · Heading structure and content optimization · NAP information placement · Local business information and contact details · Location-specific content creation · Local testimonials and trust signals · Embedded Google Maps · Internal linking for location pages · LocalBusiness and Service schema · Avoiding doorway pages · Creating unique multi-location landing pages

Days 16–20 · Citations, Links & Reviews

Module 7: Citation Building & Local Link Building

Understanding local citations · Structured and unstructured citations · NAP consistency · Business directory submissions · Local business listings · Industry-specific directories · Citation auditing · Competitor citation analysis · Local link-building strategies · Community and sponsorship links · Local partnerships and digital PR · Managing duplicate business listings · Measuring citation quality

Module 8: Online Reviews & Reputation Management

Importance of online reviews · Developing a review acquisition strategy · Ethical review generation methods · Responding to positive and negative reviews · Review management workflows · Customer feedback management · Reputation monitoring · Handling negative reviews · Identifying fake or policy-violating reviews · Review policy compliance · Building customer trust and credibility

Days 21–24 · Multi-Location & Analytics

Module 9: Multi-Location & Service Area SEO

Understanding multi-location SEO · Multi-location website architecture · Managing multiple Google Business Profiles · Location-specific keyword research · Creating unique location landing pages · Managing NAP consistency across locations · Location-based internal linking · Multi-location citation management · Service-area business optimization · Local competitor analysis · Managing SEO at scale · Multi-location performance tracking

Module 10: Local SEO Analytics, Auditing & Reporting

Google Business Profile Performance reports · Google Search Console for local SEO · Google Analytics 4 fundamentals · Local keyword ranking tracking · Google Maps visibility monitoring · Calls, website clicks and direction requests · Local landing page performance · Competitor performance analysis · Citation and backlink audits · Local SEO audit checklist · Measuring local campaign performance · Preparing professional Local SEO reports

Days 25–30 · Final Project

Module 11: Practical Implementation & Final Project

Develop and implement a complete Local SEO strategy for a real local business

Select a real local business for optimization · Conduct a complete Local SEO audit · Perform local competitor research · Prepare local keyword research and mapping · Optimize a Google Business Profile · Develop a local citation strategy · Create a location landing page · Implement local business schema · Develop a review management strategy · Prepare a local link-building plan · Set up performance tracking · Create a final Local SEO report

- Business and competitor analysis
- Google Business Profile audit and optimization
- Local keyword research
- Google Maps visibility analysis
- Location landing page optimization
- Local citation and NAP consistency audit
- Review management strategy
- Local link-building strategy
- Local schema implementation
- Performance tracking and reporting

Practical projects

1. **Google Business Profile Setup and Optimization**
2. **Google Maps Competitor Analysis**
3. **Local Keyword Research and Clustering**
4. **Local Landing Page Creation and Optimization**
5. **Local Citation Building and NAP Audit**
6. **Review Management Strategy Development**
7. **Multi-Location SEO Architecture Planning**
8. **LocalBusiness Schema Implementation**
9. **Complete Local SEO Audit**
10. **Local SEO Performance Report**
11. **Final capstone project**: Develop and implement a complete Local SEO strategy for a real local business.

Tools & platforms covered

Business Profiles	Google Business Profile
Local Keyword Research	Google Keyword Planner, Google Trends
Competitor Analysis	Ahrefs, Semrush
Local SEO Research	PlePer, GMB Everywhere
Local Ranking	Local Falcon, BrightLocal
Citation Management	BrightLocal, Whitespark
Website Analysis	Google Search Console
Analytics	Google Analytics 4
Schema	Schema.org Validator, Rich Results Test
Reporting	Google Sheets, Looker Studio

How the course is delivered

- Live instructor-led online classes
- Hands-on Google Business Profile optimization
- Real-world local business case studies
- Practical keyword research assignments
- Website and landing page optimization
- Weekly doubt-clearing sessions
- Local SEO audit exercises
- Final capstone project
- Course completion certificate

Before you join

- No prior SEO experience is required; the course runs from beginner to intermediate level, and basic SEO knowledge helps.
- A computer with a stable internet connection to attend the live online classes.
- A Google account to work with Google Business Profile and other Google tools such as Search Console, Analytics 4 and Looker Studio.

Frequently asked questions

What is the Local SEO & Google Business Profile course?

It is a 30-day live online training programme in 11 modules, covering Local SEO and Google Business Profile optimization for Google Search and Google Maps. It includes 10 practical projects and assignments and a final capstone project on a real local business.

What is the 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?

Beginners, digital marketing professionals, SEO executives and consultants, freelancers, local business owners, agency professionals, website developers, and marketers working with clinics, restaurants, hotels, real estate businesses and service providers. The level is beginner to intermediate.

Are the classes live?

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

How much of the course covers Google Business Profile?

Module 2 covers fundamentals such as creating, claiming and verifying a profile, categories, hours and attributes. Module 3 covers advanced optimization, posts, Q&A, performance insights, multiple profiles and policy compliance.

Will I learn citations, reviews and multi-location SEO?

Yes. Module 7 covers citation building, NAP consistency and local link building, Module 8 covers online reviews and reputation management, and Module 9 covers multi-location and service-area SEO.

Which tools are covered?

Google Business Profile, Google Keyword Planner, Google Trends, Ahrefs, Semrush, PlePer, GMB Everywhere, Local Falcon, BrightLocal, Whitespark, Google Search Console, Google Analytics 4, Schema.org Validator, Rich Results Test, Google Sheets and Looker Studio.

Will I get a certificate?

Yes. You receive a course completion certificate.

> **Please note:** This course teaches Local SEO and Google Business Profile methods; it does not guarantee rankings, calls, leads or other results. Outcomes depend on the business, local competition, implementation and Google's policies and algorithms.

Enrol or ask a question

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