SkillNewton

Live Online | 45 Days | Course Brochure

Programmatic SEO & Scalable Website Growth

Learn to build, optimize and scale database-driven websites with PHP, MySQL, reusable templates, schema automation and indexation management in a 45-day live online programme.

DURATION **45 Days**	MODE **Live online, instructor-led**	LEVEL **Intermediate to Advanced**
FEE **₹9,000**	MODULES **13 modules**	PROJECTS **12 practical + capstone**

Learning approach: Live Classes + Practical Assignments + PHP & MySQL Implementation

Course overview

This specialist programme teaches you how to build, optimize and scale SEO-driven websites using programmatic SEO techniques, structured databases, dynamic content generation and automated website architecture. It covers database-driven landing pages, keyword-to-URL mapping, template-based content generation, PHP and MySQL implementation, dynamic metadata, schema automation, internal linking at scale and large-scale indexation management.

You will learn to identify programmatic SEO opportunities, design scalable website structures, develop reusable page templates, generate search-focused landing pages and manage large websites while maintaining content quality and search engine accessibility. The programme combines SEO strategy with practical website development, so you understand both the SEO and the technical implementation sides of scalable organic growth.

The course runs for 45 days across six learning phases and 13 modules, with 12 practical projects and a final capstone in which you build a database-driven, SEO-friendly website using PHP and MySQL. Live classes run 5 days a week for 1.5–2 hours each, with practical coding assignments after major modules, weekly doubt-clearing sessions, hands-on PHP and MySQL implementation, and a final capstone project and evaluation.

What you will be able to do

- Identify and evaluate programmatic SEO opportunities
- Conduct keyword research for scalable landing pages
- Design database-driven website architectures
- Work with PHP and MySQL for SEO website development
- Develop reusable page templates
- Generate dynamic metadata and structured data
- Build internal linking systems at scale
- Develop automated XML sitemap generators
- Manage crawling and indexation for large websites
- Prevent thin, duplicate and low-value content
- Monitor programmatic SEO performance
- Build scalable SEO-driven websites from the ground up

Who should enrol

- **SEO professionals**: Move into advanced implementation: databases, templates, schema automation and indexation.
- **PHP developers**: Apply PHP and MySQL skills to keyword research, URL planning and SEO-friendly pages.
- **WordPress and website developers**: Learn scalable architecture, dynamic metadata and internal linking for large websites.
- **Technical SEO specialists**: Manage crawling, sitemaps, canonicalization and indexation across large URL sets.
- **Digital marketing agency professionals**: Plan, build and report on programmatic SEO projects with GSC, GA4 and Looker Studio.
- **Website owners and publishers**: Scale landing pages from structured data while avoiding thin, duplicate and doorway pages.
- **Entrepreneurs building directories**: Design databases and templates for directory, listing and location-based websites.
- **Bloggers and niche website operators**: Find keyword patterns and build template-driven pages for niche sites at scale.
- **Freelancers**: Add scalable SEO projects, from keyword databases to automated sitemaps, to your work.

Curriculum: 13 modules

Days 1–7 · Opportunities & Architecture

Module 1: Programmatic SEO Fundamentals

Introduction to Programmatic SEO · Understanding scalable SEO strategies · Traditional SEO versus Programmatic SEO · How programmatic websites generate landing pages · Understanding search demand and keyword patterns · Identifying programmatic SEO opportunities · Types of programmatic websites · Directory, database and listing-based websites · Location-based and service-based landing pages · Product and category page generation · Understanding search intent at scale · Evaluating programmatic SEO feasibility · Common programmatic SEO mistakes · Developing a scalable SEO strategy

Module 2: Keyword Research & Programmatic Opportunity Discovery

Advanced keyword research for programmatic SEO · Identifying keyword patterns and modifiers · Understanding head terms and long-tail variations · Location-based keyword combinations · Service and industry keyword combinations · Product and category keyword research · Search demand analysis · Competitor programmatic SEO analysis · SERP pattern identification · Keyword clustering and classification · Search intent grouping · Keyword-to-URL mapping · Identifying scalable keyword opportunities · Preventing keyword cannibalization · Building a programmatic keyword database

Module 3: Website Architecture & URL Planning

Designing scalable website architecture · Planning database-driven website structures · Understanding URL hierarchy · Developing SEO-friendly URL patterns · Dynamic URL generation · Category and subcategory structures · Location and service page architecture · Database-to-URL mapping · Managing large website structures · Breadcrumb architecture · Internal linking architecture · Pagination and navigation strategies · Managing URL parameters · Avoiding duplicate URL structures · Creating a complete programmatic website blueprint

Days 8–14 · MySQL & PHP

Module 4: Database Design for Programmatic SEO

Introduction to databases for SEO projects · Understanding relational databases · MySQL fundamentals · Database tables and relationships · Primary and foreign keys · Database normalization fundamentals · Designing keyword databases · Structuring location and service datasets · Product and category database structures · Managing attributes and dynamic fields · Importing data using CSV files · Data validation and cleaning · Identifying duplicate database records · Preparing datasets for dynamic page generation · Database performance fundamentals

Module 5: PHP Development for Programmatic SEO

Introduction to PHP for SEO applications · PHP development environment setup · Variables, arrays and functions · Conditional statements and loops · PHP and MySQL connectivity · Fetching records from databases · Dynamic page generation · Handling URL parameters · Creating reusable PHP templates · Generating dynamic titles and descriptions · Database-driven content rendering · Handling missing database values · PHP form and data processing fundamentals · Basic security and input validation · Building SEO-friendly PHP websites

Days 15–21 · Templates & Page Generation

Module 6: Template-Based Landing Page Generation

Understanding programmatic page templates · Designing reusable landing page layouts · Dynamic content blocks · Database-driven page components · Generating location landing pages · Generating service landing pages · Generating category and listing pages · Dynamic headings and introductions · Attribute-based content generation · Adding unique content to page templates · Content variation and differentiation · Conditional content rendering · Template quality control · Preventing thin and repetitive pages · Building scalable landing page systems

Days 22–28 · Metadata, Schema & Linking

Module 7: Dynamic Metadata & Schema Automation

Dynamic SEO title generation · Automated meta description generation · Dynamic heading generation · Canonical URL generation · Robots meta directives · Dynamic Open Graph metadata · Structured data fundamentals · Dynamic JSON-LD generation · Organization and LocalBusiness schema · Service and Product schema · Breadcrumb schema · Article and webpage schema · Entity relationships in structured data · Schema validation and error handling · Managing metadata at scale

Module 8: Content Quality & Search Intent Optimization

Understanding content quality at scale · Search intent alignment · Content uniqueness and differentiation · Entity-based content enrichment · Semantic keyword integration · Supporting terminology and attributes · Useful information and data enrichment · Building meaningful content variations · AI-assisted content generation · Human editorial review · Avoiding doorway pages · Preventing scaled low-quality content · Thin content identification · Duplicate content management · Developing programmatic content quality standards

Module 9: Internal Linking & Crawl Architecture at Scale

Internal linking fundamentals · Programmatic internal linking strategies · Database-driven internal links · Contextual link generation · Anchor text automation · Related page recommendations · Category and subcategory linking · Location-based internal linking · Related service and product links · Breadcrumb implementation · Crawl depth management · Orphan page identification · Managing large internal link structures · Automated internal linking audits · Improving page discoverability

Days 29–35 · Indexation & Scaling

Module 10: Technical SEO & Indexation Management

Understanding crawling and indexing at scale · XML sitemap automation · Dynamic sitemap generation using PHP · Sitemap segmentation · Robots.txt configuration · Canonicalization at scale · Managing duplicate URLs · Indexation control · Crawl budget fundamentals · HTTP status code management · Redirect management · Pagination SEO · Faceted navigation considerations · Identifying low-value landing pages · Monitoring indexation using Google Search Console · Large website technical SEO auditing

Module 11: Automation, Data Import & Website Scaling

Automated dataset collection · CSV and spreadsheet data processing · Bulk database imports · Data cleaning and validation · Automated page creation workflows · Dynamic metadata processing · Bulk schema generation · Automated sitemap updates · Scheduled data updates · Managing large URL inventories · Database query optimization fundamentals · Website performance considerations · Caching and page generation strategies · Monitoring automated workflows · Error handling and quality assurance

Days 36–45 · Analytics & Final Project

Module 12: Analytics & Programmatic SEO Performance

Measuring programmatic SEO performance · Google Search Console analysis · Google Analytics 4 fundamentals · Tracking landing page performance · URL-level impressions and clicks · Keyword and page performance analysis · Indexation monitoring · Identifying underperforming page templates · Evaluating content quality signals · Traffic segmentation by page type · Identifying high-performing page groups · Programmatic SEO reporting · Building performance dashboards · Developing optimization strategies

Module 13: Practical Implementation & Final Project

Build a database-driven, SEO-friendly website using PHP and MySQL

Identify a suitable programmatic SEO niche · Conduct keyword and competitor research · Develop a programmatic topical map · Create keyword-to-URL mapping · Design MySQL database architecture · Build a PHP-based website structure · Develop reusable landing page templates · Generate dynamic page content · Implement dynamic metadata and schema · Develop automated internal linking · Generate XML sitemaps dynamically · Implement indexation controls · Perform content quality checks · Connect website analytics · Prepare a complete programmatic SEO implementation report

- Niche and programmatic keyword research
- Search intent and competitor analysis
- Topical map and URL architecture
- MySQL database design
- PHP-based dynamic page generation
- Reusable landing page templates
- Dynamic metadata and canonical tags
- Automated schema implementation
- Database-driven internal linking
- Dynamic XML sitemap generation
- Technical SEO and indexation controls
- Content quality and duplication checks
- Google Search Console integration
- Final project documentation

Practical projects

1. **Programmatic SEO Opportunity Research**
2. **Keyword Pattern Identification and Clustering**
3. **Programmatic Website Architecture Planning**
4. **MySQL Database Design for SEO Pages**
5. **PHP-Based Dynamic Page Generation**
6. **Template-Based Location Landing Page Generator**
7. **Dynamic Title and Meta Description Generator**
8. **Automated Schema Markup Implementation**
9. **Database-Driven Internal Linking System**
10. **Dynamic XML Sitemap Generator**

11. **Programmatic Indexation and Quality Audit**
12. **Complete Programmatic SEO Website Project**
13. **Final capstone project**: Build a database-driven, SEO-friendly website using PHP and MySQL. Students will develop a functional programmatic SEO website with reusable templates and dynamically generated landing pages.

Tools & platforms covered

Keyword Research	Ahrefs, Semrush, Google Keyword Planner
Search Analysis	Google Search Console, Google Trends
Programming	PHP
Database	MySQL
Development	VS Code, Local Development Environment
Website Crawling	Screaming Frog, Sitebulb
Data Processing	Google Sheets, CSV
AI Assistance	ChatGPT, Gemini
Schema Validation	Schema.org Validator, Rich Results Test
Performance Analysis	PageSpeed Insights, Lighthouse
Analytics	Google Analytics 4
Reporting	Looker Studio

How the course is delivered

- Live instructor-led online classes
- Practical PHP and MySQL training
- Hands-on database design exercises
- Real-world programmatic SEO implementation
- Website architecture and template development
- Technical SEO assignments
- Weekly doubt-clearing sessions
- Final capstone website project
- Course completion certificate

Before you join

- Working knowledge of SEO is expected, as this is an Intermediate to Advanced level programme.
- No prior PHP or MySQL experience is listed as required: Module 4 covers MySQL fundamentals and Module 5 introduces PHP, starting with environment setup.

- A computer and reliable internet connection for live online classes, with the ability to set up a local development environment.

Frequently asked questions

What is the Programmatic SEO & Scalable Website Growth course?

It is a 45-day live online programme covering 13 modules on building database-driven, SEO-friendly websites. It includes 12 practical projects and a final capstone in which you build a programmatic SEO website using PHP and MySQL.

What is the course fee and duration?

The course fee is ₹9,000 and the programme runs for 45 days. Send an enquiry for the next batch start date.

Do I need coding experience?

Prior coding experience is not listed as a requirement. Module 4 covers MySQL fundamentals and Module 5 introduces PHP from environment setup, variables and loops through to dynamic page generation. As an Intermediate to Advanced programme, working SEO knowledge is expected.

Are the classes live?

Yes. Classes are live, instructor-led and online, held 5 days a week for 1.5–2 hours each, with weekly doubt-clearing sessions and practical coding assignments after major modules.

How does the course handle thin content and doorway pages?

Module 8 covers content quality at scale, including avoiding doorway pages, preventing scaled low-quality content, thin content identification, duplicate content management and human editorial review. Module 6 also covers preventing thin and repetitive pages in templates.

Will I learn how to manage sitemaps and indexation for large websites?

Yes. Module 10 covers XML sitemap automation, dynamic sitemap generation using PHP, sitemap segmentation, robots.txt, canonicalization at scale, indexation control, crawl budget fundamentals and monitoring indexation in Google Search Console.

Which tools will I use?

Tools include Ahrefs, Semrush, Google Keyword Planner, Google Search Console, Google Trends, PHP, MySQL, VS Code, a local development environment, Screaming Frog, Sitebulb, Google Sheets, ChatGPT, Gemini, Schema.org Validator, Rich Results Test, PageSpeed Insights, Lighthouse, Google Analytics 4 and Looker Studio.

Will I receive a certificate?

Yes. You receive a course completion certificate.

> **Please note:** This course teaches programmatic SEO methods and implementation techniques. Indexing, rankings and traffic are not guaranteed and depend on external factors and search engine policies.

Enrol or ask a question

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