SkillNewton

Live Online | 30 Days | Course Brochure

SEO Analytics, Auditing & Reporting

A 30-day live online programme to measure, analyse, audit and report SEO performance with Google Search Console, GA4, Screaming Frog and Looker Studio.

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 Website Analysis

Course overview

Learn how to measure, analyse, audit and report SEO performance using industry-standard analytics platforms and professional SEO auditing tools. This practical programme focuses on Google Search Console, Google Analytics 4, website crawling, competitor analysis, organic traffic analysis, keyword performance tracking, technical and content audits, and Looker Studio dashboard development.

You will learn how to interpret SEO data, identify website performance issues, discover growth opportunities, prepare professional SEO audit reports, and communicate actionable recommendations to clients and businesses.

The programme runs for 30 days across six learning phases, covering 12 modules, 10 practical projects and assignments, and a final capstone project in which you prepare a complete SEO audit report for a real website. Live classes run 5 days a week, 1.5 hours each, with practical assignments after major modules, weekly doubt-clearing sessions, hands-on analysis of real website data, and a final capstone project and evaluation.

What you will be able to do

- Analyze website performance using Google Search Console
- Configure and interpret Google Analytics 4 reports
- Analyze organic traffic, impressions, clicks and CTR
- Conduct website crawls using Screaming Frog
- Identify technical and on-page SEO issues
- Perform competitor keyword and backlink analysis
- Evaluate content performance and identify optimization opportunities
- Build SEO dashboards using Looker Studio
- Track SEO KPIs and campaign performance
- Prepare professional SEO audit reports
- Present data-driven recommendations to clients and businesses

Who should enrol

- **SEO executives and specialists**: Go deeper into Search Console, GA4 and audits to find and prioritise SEO opportunities.
- **Digital marketing professionals**: Measure organic search performance and connect it to engagement and conversions in GA4.
- **Freelance SEO consultants**: Deliver SEO audit reports, Looker Studio dashboards and monthly client reports.
- **Website owners and bloggers**: Understand your own traffic, find declining content and spot keyword opportunities.
- **Agency professionals**: Build reusable reporting templates and communicate SEO results to clients.
- **SEO analysts**: Sharpen data analysis, crawl auditing and competitor keyword and backlink analysis.
- **Marketing analysts**: Apply GA4, Search Console data and Looker Studio dashboards to organic search reporting.
- **Content strategists**: Run content audits covering cannibalisation, content gaps, search intent and freshness.
- **Students**: Learn SEO analytics and reporting through live classes, practical projects and a capstone.

Curriculum: 12 modules

Days 1–5 · Analytics & Search Console

Module 1: SEO Analytics Fundamentals

Introduction to SEO analytics · Importance of data-driven SEO · Understanding SEO performance metrics · Organic traffic and search visibility · Impressions, clicks, CTR and average position · Keyword ranking analysis · Landing page performance · Understanding SEO KPIs · Measuring SEO growth · Building an SEO measurement framework · Understanding data sources and limitations

Module 2: Google Search Console - Fundamentals

Introduction to Google Search Console · Website ownership verification · Domain and URL-prefix properties · Understanding the Search Performance report · Clicks, impressions, CTR and average position · Query and keyword analysis · Page-level performance analysis · Country and device performance · Search appearance reports · URL Inspection Tool · Sitemap submission and monitoring · Indexing and Page Indexing reports · Understanding manual actions and security issues

Days 6–10 · Advanced GSC & GA4

Module 3: Advanced Google Search Console

Advanced search performance analysis · Comparing date ranges · Query and page-level filtering · Identifying high-impression, low-CTR pages · Finding keyword opportunities · Identifying ranking changes · Discovering underperforming landing pages · Analyzing branded and non-branded queries · Country and device segmentation · Indexing issue investigation · Core Web Vitals reports · Internal and external link reports · Exporting and analyzing Search Console data · Developing actionable SEO recommendations

Module 4: Google Analytics 4 for SEO

Introduction to Google Analytics 4 · GA4 account and property configuration · Data streams and tracking fundamentals · Understanding events and conversions · Organic search traffic reports · Traffic acquisition analysis · User acquisition reports · Landing page reports · Engagement metrics · Session and user metrics · Conversion tracking fundamentals · Traffic segmentation · Device and location analysis · Explorations and custom reports · Understanding attribution fundamentals

Days 11–15 · Data Analysis & Crawling

Module 5: SEO Data Analysis & Interpretation

Understanding organic traffic trends · Identifying traffic growth and decline · Keyword performance analysis · Search visibility analysis · CTR optimization opportunities · Landing page performance evaluation · Identifying declining content · Analyzing seasonal traffic changes · Branded versus non-branded traffic · Device-based performance analysis · Conversion and engagement analysis · Identifying SEO growth opportunities · Building data-driven action plans

Module 6: Website Crawling & SEO Auditing with Screaming Frog

Introduction to Screaming Frog SEO Spider · Website crawling fundamentals · Configuring SEO crawls · Understanding crawl reports · Identifying broken internal and external links · Missing and duplicate title tags · Missing and duplicate meta descriptions · Heading structure analysis · URL and response code analysis · Redirect chains and loops · Canonical tag auditing · Indexability and crawlability analysis · Image SEO auditing · Internal link analysis · Orphan page discovery using integrations · Exporting crawl data · Preparing technical SEO audit findings

Days 16–20 · Competitor & Tech Audits

Module 7: Competitor SEO Analysis

Introduction to competitor SEO analysis · Identifying organic search competitors · Competitor keyword research · Keyword gap analysis · Backlink profile comparison · Organic traffic estimation · Competitor landing page analysis · Top-performing content identification · SERP competitor analysis · Content gap discovery · Competitor website architecture analysis · Identifying competitor growth opportunities · Preparing competitor analysis reports

Module 8: Technical & On-Page SEO Auditing

Complete technical SEO audit process · Crawling and indexing analysis · XML sitemap and robots.txt checks · Canonicalization auditing · HTTP status code analysis · Redirect and broken link auditing · Core Web Vitals evaluation · Mobile usability and performance checks · Structured data validation · Title and metadata analysis · Heading structure auditing · Image optimization checks · Internal linking analysis · Technical issue prioritization · Creating SEO implementation checklists

Days 21–24 · Content Audits & Looker

Module 9: Content Performance & SEO Auditing

Content audit fundamentals · Building a website content inventory · Identifying high-performing pages · Identifying declining content · Keyword cannibalization analysis · Duplicate and thin content identification · Content gap analysis · Search intent alignment · Content freshness analysis · Content consolidation opportunities · Content pruning considerations · Content updating strategies · Measuring content improvement · Preparing content audit reports

Module 10: SEO Reporting with Looker Studio

Introduction to Looker Studio · Creating reports and dashboards · Connecting Google Search Console · Connecting Google Analytics 4 · Understanding dimensions and metrics · Building SEO performance dashboards · Creating traffic trend visualizations · Keyword and landing page reports · Country and device performance dashboards · Scorecards and comparison charts · Date range controls and filters · Combining data sources fundamentals · Designing client-friendly reports · Sharing and exporting reports · Building reusable SEO reporting templates

Days 25–30 · Reporting & Final Project

Module 11: SEO Performance Measurement & Client Reporting

Defining SEO goals and KPIs · Measuring organic growth · Tracking keyword performance · Measuring landing page performance · SEO conversion and lead tracking · Comparing monthly performance · Understanding ranking fluctuations · Reporting traffic losses and improvements · Identifying campaign opportunities · Writing actionable recommendations · Creating monthly SEO reports · Preparing client presentations · Communicating SEO results to stakeholders

Module 12: Practical Implementation & Final Project

Conduct a complete SEO performance analysis and prepare a professional SEO audit report for a real website

Select a real website for analysis · Set up or review Google Search Console · Analyze organic search performance · Configure or review Google Analytics 4 · Conduct a complete website crawl · Identify technical SEO issues · Perform competitor keyword analysis · Analyze organic traffic and landing pages · Conduct a content performance audit · Build an SEO performance dashboard · Prepare a comprehensive SEO audit report · Present findings and recommendations

- Website and SEO performance assessment
- Google Search Console analysis
- Google Analytics 4 analysis
- Website crawling using Screaming Frog
- Technical SEO issue identification
- Competitor SEO analysis
- Organic traffic and keyword performance evaluation
- Content performance auditing
- Looker Studio dashboard development
- Final SEO audit report and recommendations

Practical projects

1. **Google Search Console Performance Analysis**
2. **Advanced Search Query and Landing Page Analysis**
3. **Google Analytics 4 Organic Traffic Analysis**
4. **Screaming Frog Website Crawl and Audit**
5. **Competitor Keyword Gap Analysis**
6. **Technical SEO Audit**
7. **Content Performance and Content Decay Audit**
8. **Keyword Ranking and Traffic Analysis**
9. **Looker Studio SEO Dashboard Development**
10. **Professional SEO Audit and Reporting**
11. **Final capstone project**: Conduct a complete SEO performance analysis and prepare a professional SEO audit report for a real website.

Tools & platforms covered

Search Analytics	Google Search Console
Website Analytics	Google Analytics 4
Website Crawling	Screaming Frog SEO Spider
Advanced Auditing	Sitebulb
Competitor Analysis	Ahrefs, Semrush
Performance Analysis	PageSpeed Insights, Lighthouse

Data Visualization	Looker Studio
Spreadsheet Analysis	Google Sheets, Microsoft Excel
Keyword Tracking	Ahrefs, Semrush
Reporting	Google Docs, Google Slides

How the course is delivered

- Live instructor-led online classes
- Hands-on Google Search Console training
- Practical Google Analytics 4 exercises
- Website crawling and auditing sessions
- Competitor SEO analysis assignments
- Looker Studio dashboard development
- Weekly doubt-clearing sessions
- Real-world website performance analysis
- Final capstone project
- Course completion certificate

Before you join

- No prior analytics experience is required, as the course is pitched at beginner to intermediate level; a basic understanding of websites and SEO will help.
- A computer and a stable internet connection to attend live online classes and complete practical assignments.
- A Google account to work with Google Search Console, Google Analytics 4 and Looker Studio.

Frequently asked questions

What is the SEO Analytics, Auditing & Reporting course?

It is a 30-day live online programme from SkillNewton that teaches you to measure, analyse, audit and report SEO performance. It covers 12 modules, includes 10 practical projects and assignments, and ends with a capstone project in which you prepare a professional SEO audit report 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?

It suits SEO executives and specialists, digital marketing professionals, freelance SEO consultants, website owners and bloggers, agency professionals, SEO analysts, marketing analysts, content strategists, and students interested in SEO analytics and reporting. The level is beginner to intermediate.

Are the classes live?

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

How much of the course covers Google Search Console and GA4?

Module 2 covers Google Search Console fundamentals, Module 3 covers advanced Search Console analysis such as low-CTR pages, ranking changes and branded versus non-branded queries, and Module 4 covers Google Analytics 4 for SEO, including organic traffic, landing page, engagement and conversion reports.

Does the course cover technical and content SEO audits?

Yes. Module 6 teaches website crawling and auditing with Screaming Frog, Module 8 covers technical and on-page SEO auditing, and Module 9 covers content performance auditing, including declining content, keyword cannibalisation, thin content and content gap analysis.

Which tools are covered?

Google Search Console, Google Analytics 4, Screaming Frog SEO Spider, Sitebulb, Ahrefs, Semrush, PageSpeed Insights, Lighthouse, Looker Studio, Google Sheets, Microsoft Excel, Google Docs and Google Slides.

Will I receive a certificate?

Yes. You receive a course completion certificate.

> **Please note:** This course teaches SEO analytics, auditing and reporting methods. Results such as rankings, traffic and conversions are not guaranteed and depend on external factors including search engine changes, competition and how recommendations are implemented.

Enrol or ask a question

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