SkillNewton

Live Online | 30 Days | Course Brochure

SEO Content Strategy & Semantic SEO

A 30-day live online programme in SEO content strategy and Semantic SEO: topical maps, entities, content briefs, internal linking and content audits.

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

Learning approach: Live Classes + Practical Assignments + Real Website Content Strategy Implementation

Course overview

Learn how to develop data-driven SEO content strategies, build topical authority, perform semantic keyword research and create content architectures that improve website relevance and organic search visibility.

This practical training programme focuses on Semantic SEO, entity-based optimization, NLP, topical maps, content clusters, search intent analysis, content briefs, internal linking architecture, content gap analysis and content auditing. You will learn how to plan, structure, optimize and manage SEO content strategies for blogs, business websites, service websites and large content-driven platforms.

The programme runs for 30 days across six learning phases and 12 modules, moving from content fundamentals and keyword research through topical maps, Semantic SEO, content briefs, gap analysis, internal linking, content audits and AI-assisted workflows. You complete 10 practical projects and a final capstone: a complete SEO Content Strategy and Topical Authority Plan 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 and a final capstone evaluation.

What you will be able to do

- Develop complete SEO content strategies
- Perform advanced semantic keyword research
- Build topical maps and content clusters
- Understand entities, NLP and contextual relevance
- Identify and analyze search intent
- Create professional SEO content briefs
- Optimize content for semantic relevance and topical coverage
- Conduct competitor and content gap analysis
- Develop scalable internal linking architectures
- Perform content audits and optimization
- Build AI-assisted content research workflows
- Develop content strategies for blogs, business websites and large content-driven platforms

Who should enrol

- **SEO professionals**: Add semantic keyword research, topical maps and entity optimization to your SEO work.
- **Content strategists**: Plan content clusters, pillar pages and keyword-to-URL mapping driven by search data.
- **SEO content writers**: Work from structured content briefs, search intent and entity coverage, not guesswork.
- **Bloggers and publishers**: Build topical authority with topic clusters, content hubs and internal linking.
- **Digital marketing professionals**: Understand how search intent, SERP analysis and content strategy shape organic visibility.
- **Freelance SEO consultants**: Deliver content gap analysis reports, content audits and full strategy documents.
- **Website owners**: Audit, refresh and organise your existing content around a clear topical structure.
- **Content marketing executives**: Prioritise topics, measure content performance and build repeatable content workflows.
- **Agency professionals**: Run internal linking audits and content audits for large and multi-page client websites.
- **Students**: Learn Semantic SEO and topical authority through hands-on projects on a real website.

Curriculum: 12 modules

Days 1–5 · Keywords & Search Intent

Module 1: SEO Content Strategy Fundamentals

Introduction to SEO content strategy · Understanding search-driven content · How search engines understand content · Content relevance and search intent · Informational, navigational, commercial and transactional intent · Understanding search journeys · Content types and content formats · Content planning for different website types · Content strategy versus content writing · Building a sustainable content strategy · Measuring content performance

Module 2: Advanced Keyword Research for Content

Keyword research fundamentals · Primary, secondary and supporting keywords · Short-tail and long-tail keywords · Semantic and related keywords · Search intent classification · Question-based keyword research · Competitor keyword analysis · SERP analysis and content opportunity discovery · Keyword clustering and grouping · Search volume and keyword difficulty · Finding low-competition opportunities · Keyword-to-URL mapping · Avoiding keyword cannibalization · Building a keyword research database

Module 3: Search Intent & SERP Intelligence

Understanding user search behaviour · Search intent classification · Identifying hidden search intent · SERP feature analysis · Understanding People Also Ask · Featured snippet opportunities · Related searches and query expansion · Competitor content analysis · Identifying content formats preferred by search engines · Analyzing content depth and coverage · Search intent-based content planning · Mapping search intent to website URLs

Days 6–10 · Topical Maps & Semantic SEO

Module 4: Topical Authority & Topical Map Development

Understanding topical authority · Topical relevance and subject coverage · Building topical maps · Identifying core topics and subtopics · Pillar pages and supporting articles · Topic clusters and content hubs · Content silos and website hierarchy · Topic relationships and contextual connections · Supporting keyword identification · Content prioritization · Topical gap identification · Building scalable topical structures · Measuring topical coverage · Practical topical map development

Module 5: Semantic SEO & Entity Optimization

Introduction to Semantic SEO · How search engines understand meaning and context · Entities and entity relationships · Entity-based keyword research · Knowledge graphs fundamentals · NLP and contextual relevance · Related terminology and concepts · Semantic content organization · Attribute-based content optimization · Entity coverage and topical completeness · Building contextual connections between pages · Semantic SEO implementation · Entity optimization for brand and website visibility

Days 11–15 · Briefs & Optimization

Module 6: Content Briefs, Outlines & Content Creation

Understanding SEO content briefs · Building content briefs from keyword research · Search intent-based content outlines · Heading structure and content hierarchy · H1-H6 optimization · Identifying relevant subtopics · Supporting keyword integration · Entity and terminology inclusion · Content depth and completeness · Writing introductions and conclusions · FAQ and question-based content sections · Content readability and user experience · Content differentiation and information gain · Editorial guidelines and content quality control

Module 7: Advanced Content Optimization

On-page content optimization · Title tags and meta descriptions · Heading and paragraph optimization · Keyword prominence and contextual placement · Semantic relevance and topical coverage · Internal and external references · Image SEO and contextual alt text · Content readability and formatting · E-E-A-T fundamentals · Author and source credibility · Content freshness and updating · Optimizing existing content · Identifying content quality issues · Avoiding over-optimization

Days 16–20 · Content Gaps & Linking

Module 8: Content Gap Analysis & Competitor Research

Understanding content gap analysis · Competitor content discovery · Competitor topical map analysis · Keyword gap identification · Missing subtopic identification · Content depth comparison · Search intent gap analysis · Identifying underserved queries · Finding content opportunities · Content prioritization frameworks · Developing content expansion strategies · Preparing content gap analysis reports

Module 9: Internal Linking & Content Architecture

Fundamentals of internal linking · Website content architecture · Pillar and cluster linking · Contextual internal links · Anchor text optimization · Link relevance and relationships · Internal PageRank distribution fundamentals · Identifying orphan pages · Internal link opportunity discovery · Content hierarchy and navigation · Building internal linking spreadsheets · Large website internal linking strategies · Internal linking audits · Improving content discoverability

Days 21–24 · Audits & AI Workflows

Module 10: Content Auditing & Optimization

Introduction to content audits · Building a complete content inventory · Evaluating content performance · Identifying outdated content · Thin and low-value content analysis · Duplicate and overlapping content · Keyword cannibalization detection · Content consolidation · Content pruning considerations · Content refreshing and updating · Improving underperforming articles · Content migration and URL consolidation fundamentals · Preparing content audit reports · Creating a content improvement roadmap

Module 11: AI-Assisted Content Research & Workflows

Using AI for SEO content research · AI-assisted keyword clustering · Content brief generation · Topic and subtopic discovery · Entity and terminology research · AI-assisted competitor analysis · Content outline generation · Content optimization workflows · AI-assisted content auditing · Fact-checking and content verification · Human editorial review · Avoiding generic and repetitive AI content · Building repeatable content workflows

Days 25–30 · Strategy & Final Project

Module 12: Practical Implementation & Final Project

Develop a complete SEO Content Strategy and Topical Authority Plan for a real website

Select a real website or niche · Conduct competitor content analysis · Perform semantic keyword research · Develop a complete topical map · Build a keyword-to-URL mapping sheet · Create detailed SEO content briefs · Develop a content cluster · Optimize existing website articles · Build an internal linking architecture · Conduct a content gap analysis · Perform a content audit · Prepare a complete SEO content strategy document

- Website and niche analysis
- Competitor content research
- Semantic keyword research
- Search intent classification
- Topical map development
- Keyword-to-URL mapping
- Content cluster planning
- SEO content brief creation
- Internal linking strategy
- Content gap analysis
- Existing content optimization
- Final content strategy documentation

Practical projects

1. **Competitor Content Analysis**
2. **Semantic Keyword Research and Clustering**
3. **Complete Topical Map Development**
4. **Search Intent and SERP Analysis**
5. **Entity and Terminology Research**
6. **SEO Content Brief Creation**
7. **Semantic Content Optimization**
8. **Content Gap Analysis**
9. **Internal Linking Architecture Development**
10. **Complete Website Content Audit**
11. **Final capstone project**: Develop a complete SEO Content Strategy and Topical Authority Plan for a real website.

Tools & platforms covered

Keyword Research	Ahrefs, Semrush, Google Keyword Planner
Search Research	Google Search, Google Trends
SERP Analysis	AlsoAsked, AnswerThePublic
Content Analysis	Screaming Frog, Sitebulb

Semantic Research	InLinks, Semrush
AI Research	ChatGPT, Gemini, Perplexity
Content Management	WordPress
SEO Optimization	Rank Math, Yoast SEO
Planning & Research	Google Sheets, Google Docs
Reporting	Google Search Console, Looker Studio

How the course is delivered

- Live instructor-led online classes
- Practical keyword research assignments
- Hands-on topical map development
- Real-world content strategy exercises
- Content brief creation and optimization
- Weekly doubt-clearing sessions
- Website content auditing
- Final capstone project
- Course completion certificate

Before you join

- Suitable for beginner to intermediate learners; a basic understanding of websites and search engines is helpful, and no advanced SEO experience is needed.
- A computer or laptop with a stable internet connection to attend the live online classes.
- A Google account for working in Google Sheets, Google Docs, Google Search Console and Looker Studio.

Frequently asked questions

What is the SEO Content Strategy & Semantic SEO course?

It is a 30-day live online programme from SkillNewton covering 12 modules on SEO content strategy, semantic keyword research, topical authority, entity optimization, content briefs, internal linking and content auditing. It includes 10 practical projects and a final capstone project in which you develop a complete SEO Content Strategy and Topical Authority Plan for a real website.

What is the course fee and duration?

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

Who can join this course?

The course is designed for beginner to intermediate learners, including SEO professionals, content strategists, SEO content writers, bloggers and publishers, digital marketing professionals, freelance SEO consultants, website owners, content marketing executives, agency professionals and students interested in Semantic SEO and topical authority.

Are the classes live?

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

What will I learn about topical maps, Semantic SEO and entities?

Module 4 covers topical authority and topical map development, including pillar pages, topic clusters, content hubs and topical gap identification. Module 5 covers Semantic SEO and entity optimization: entities and entity relationships, entity-based keyword research, knowledge graph fundamentals, NLP and contextual relevance, and attribute-based content optimization. Module 6 then applies entity and terminology inclusion to content briefs and outlines.

Are internal linking and content audits included?

Yes. Module 9 covers internal linking and content architecture, including pillar and cluster linking, orphan pages and internal linking audits. Module 10 covers content auditing, including content inventories, cannibalization detection, consolidation, pruning considerations and content improvement roadmaps. Module 11 adds AI-assisted content research and workflows.

Which tools will I use?

Tools covered include Ahrefs, Semrush, Google Keyword Planner, Google Search, Google Trends, AlsoAsked, AnswerThePublic, Screaming Frog, Sitebulb, InLinks, ChatGPT, Gemini, Perplexity, WordPress, Rank Math, Yoast SEO, Google Sheets, Google Docs, Google Search Console and Looker Studio.

Will I get a certificate?

Yes. You receive a course completion certificate after completing the programme.

> **Please note:** This course teaches SEO content strategy and Semantic SEO methods and practices. Search rankings, traffic and other results are not guaranteed and depend on external factors such as search engine algorithms, competition and how the methods are applied.

Enrol or ask a question

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