SkillNewton

30-CLASS COURSE ROADMAP

SEO FOUNDATION & PRACTICAL IMPLEMENTATION

Class-wise learning plan. Learn on a live website.

YOUR ROADMAP

01	**Foundations** Modules 1–3	Classes 1–8
02	**Optimization** Modules 4–6	Classes 9–17
03	**Authority & Local** Modules 7–8	Classes 18–21
04	**AI Search** Modules 9–10	Classes 22–25
05	**Measurement & Project** Modules 11–12	Classes 26–30

30 Live Classes · Monday to Friday · 12 Modules

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COURSE ROADMAP

Your 30-Class Plan

This roadmap shows what you learn and build in each of the **30 live classes** of the SEO Foundation & Practical Implementation course. Classes run **Monday to Friday**, so the course takes about six weeks, or a little longer with holidays. Every lesson is applied to a **live website**.

30	12	5	1
Live classes	Modules	Days a week	Live project

HOW EACH CLASS WORKS

Live Session
Instructor-led teaching on the day's topics, with time for questions.

In-Class Practical
You apply the lesson during class using real SEO tools.

Daily Assignment
A short task on your own website, due before the next class. Weekends are free for practice.

Project Built Step by Step
Each assignment becomes part of your final audit report and action plan.

★ **Domain and hosting: ₹1,000 extra**
Paid during the website practical in Class 3, for your own live website.

ROADMAP AT A GLANCE

Five Phases, One Project

Five phases take you from zero to a complete SEO audit. Each phase ends with a milestone you can show.

01

CLASSES 1–8 · MODULES 1–3

Foundations

Introduction to SEO · Website Creation & Setup · Keyword Research & Strategy

- ✓ Live WordPress site with tracking, plus a keyword-to-URL map

02

CLASSES 9–17 · MODULES 4–6

Optimization

On-Page SEO · Content Creation & Optimization · Technical SEO

- ✓ First optimized article published and a technical audit log

03

CLASSES 18–21 · MODULES 7–8

Authority & Local

Off-Page SEO & Link Building · Local SEO Fundamentals

- ✓ Link prospect list and a local SEO checklist

04

CLASSES 22–25 · MODULES 9–10

AI Search

Answer Engine Optimization (AEO) · Generative Engine Optimization (GEO)

- ✓ Second article with answer blocks and a GEO improvement plan

05

CLASSES 26–30 · MODULES 11–12

Measurement & Project

SEO Tools, Analytics & Reporting · Practical SEO Project

- ✓ Final audit report and a presented 30-day action plan

PHASE 01

Foundations

Classes 1–8 | **Modules 1–3**

Introduction to SEO · Website Creation & Setup · Keyword Research & Strategy

CLASS 01

MODULE 1 · INTRODUCTION TO SEO

How Search Engines Work

WEEK 1 · MON

LIVE SESSION	What SEO is; how search engines crawl, index and rank; anatomy of a results page.
PRACTICAL	Dissect five live results pages: ads, organic, local pack, snippets and AI answers.
ASSIGNMENT	Results-page teardown of three queries in a Google Sheet.

CLASS 02

MODULE 1 · INTRODUCTION TO SEO

Search Intent & SEO Basics

WEEK 1 · TUE

LIVE SESSION	Types of SEO; search intent and user behaviour; intro to AEO and GEO; goals and misconceptions; E-E-A-T and spam policies in brief.
PRACTICAL	Classify 20 queries by intent.
ASSIGNMENT	Choose a niche and project site idea; submit the intent sheet.

CLASS 03

MODULE 2 · WEBSITE CREATION & SETUP

Domain, Hosting & WordPress

WEEK 1 · WED

LIVE SESSION	Domains and hosting; WordPress installation and configuration; HTTPS.
PRACTICAL	Install WordPress in a test or live environment.
ASSIGNMENT	Site reachable over HTTPS with admin login working.

₹1,000 extra for domain and hosting, paid during this practical.

CLASS 04

MODULE 2 · WEBSITE CREATION & SETUP

Theme, Plugins & Pages

WEEK 1 · THU

LIVE SESSION	Theme selection; essential plugins; pages, menus and navigation; SEO-friendly URLs; categories.
PRACTICAL	Set permalinks, install an SEO plugin and build the menu.
ASSIGNMENT	Create Home, About, Contact and one category page.

CLASS 05

MODULE 2 · WEBSITE CREATION & SETUP

Site Structure & Tracking Setup

WEEK 1 · FRI

LIVE SESSION	Site architecture; settings, backups and security; preparing for discovery; Search Console, GA4 and Bing Webmaster Tools setup.
PRACTICAL	Verify Search Console, install GA4 and submit the XML sitemap.
ASSIGNMENT	Screenshots of the verified property, a GA4 real-time hit and the submitted sitemap.

CLASS 06

MODULE 3 · KEYWORD RESEARCH & STRATEGY

Keyword Research Basics

WEEK 2 · MON

LIVE SESSION	Seed keywords; short-tail and long-tail keywords; research tools and techniques.
PRACTICAL	Build a 50-keyword seed list with Keyword Planner, Trends and autocomplete.
ASSIGNMENT	Raw list of 100 keywords for the project niche.

CLASS 07

MODULE 3 · KEYWORD RESEARCH & STRATEGY

Competition & Keyword Gaps

WEEK 2 · TUE

LIVE SESSION	Search volume, competition and difficulty; intent analysis; competitor keyword research; keyword gap analysis.
PRACTICAL	Pull keywords for one competitor with Ahrefs free tools.
ASSIGNMENT	Gap sheet covering three competitors.

CLASS 08

MODULE 3 · KEYWORD RESEARCH & STRATEGY

Topic Clusters & Keyword Mapping

WEEK 2 · WED

LIVE SESSION	Topic clusters and topical maps; keyword mapping; content planning.
PRACTICAL	Group the keyword list into three clusters.
ASSIGNMENT	Keyword-to-URL map and a 10-item content calendar.

★ **Phase 1 milestone**
Live WordPress site with tracking, plus a keyword-to-URL map

PHASE 02

Optimization

Classes 9–17 | **Modules 4–6**

On-Page SEO · Content Creation & Optimization · Technical SEO

CLASS 09

MODULE 4 · ON-PAGE SEO

Titles, Meta Descriptions & URLs

WEEK 2 · THU

LIVE SESSION	Title tags and meta descriptions; SEO-friendly URLs; reading a page source.
PRACTICAL	Rewrite titles and descriptions for five pages.
ASSIGNMENT	Titles and descriptions for every page on the project site.

CLASS 10

MODULE 4 · ON-PAGE SEO

Headings & Search Intent

WEEK 2 · FRI

LIVE SESSION	Heading structure and content hierarchy; search intent alignment; semantic SEO fundamentals.
PRACTICAL	Restructure a weak page live.
ASSIGNMENT	Revised heading outline for one project page.

CLASS 11

MODULE 4 · ON-PAGE SEO

Images, Internal Links & Audits

WEEK 3 · MON

LIVE SESSION	Image optimization and alt attributes; internal linking and anchor text; on-page checklists and audits.
PRACTICAL	Audit one page against the checklist.
ASSIGNMENT	On-page audit of your homepage and one competitor page.

CLASS 12

MODULE 5 · CONTENT CREATION & OPTIMIZATION

Content Planning & Briefs

WEEK 3 · TUE

LIVE SESSION	Content planning from intent; SEO content briefs; structure and readability; people-first content; E-E-A-T signals; responsible use of AI assistants.
PRACTICAL	Write a brief together from a real results page.
ASSIGNMENT	Two content briefs from the keyword map.

CLASS 13

MODULE 5 · CONTENT CREATION & OPTIMIZATION

Content Depth & Quality

WEEK 3 · WED

LIVE SESSION	Topical coverage and depth; semantic relevance and entities; optimizing and updating content; avoiding keyword stuffing; quality assessment.
PRACTICAL	Score a sample article for quality.
ASSIGNMENT	Publish article 1 (800 to 1,200 words) from a brief.

CLASS 14

MODULE 6 · TECHNICAL SEO

Crawling & Indexing

WEEK 3 · THU

LIVE SESSION	Crawling, indexing and indexability; XML sitemaps and robots.txt; meta robots.
PRACTICAL	URL Inspection and a robots.txt edit.
ASSIGNMENT	Indexability check for every project page.

CLASS 15

MODULE 6 · TECHNICAL SEO

Canonicals, Redirects & Broken Links

WEEK 3 · FRI

LIVE SESSION	Canonical tags and duplicate content; redirects and HTTP status codes; broken links.
PRACTICAL	First crawl in Screaming Frog (free version).
ASSIGNMENT	Crawl export with an issue list.

CLASS 16

MODULE 6 · TECHNICAL SEO

Speed, Mobile & Core Web Vitals

WEEK 4 · MON

LIVE SESSION	Website architecture and crawl efficiency; mobile usability and page speed; Core Web Vitals fundamentals.
PRACTICAL	PageSpeed Insights test and one fix.
ASSIGNMENT	Fix three speed issues; record before and after scores.

CLASS 17

MODULE 6 · TECHNICAL SEO

Schema & Technical Audit

WEEK 4 · TUE

LIVE SESSION	Structured data and schema markup; Rich Results Test; technical audits and issue prioritization; mid-course quiz on Modules 1 to 6.
PRACTICAL	Add Article and Organization schema, then validate.
ASSIGNMENT	Technical audit log with priority, impact and fix.

★ **Phase 2 milestone**
First optimized article published and a technical audit log

PHASE 03

Authority & Local

Classes 18–21 · **Modules 7–8**

Off-Page SEO & Link Building · Local SEO Fundamentals

CLASS 18

MODULE 7 · OFF-PAGE SEO & LINK BUILDING

Backlinks & Link Quality

WEEK 4 · WED

LIVE SESSION	Backlinks and link quality; competitor backlink analysis; evaluating backlink profiles; suspicious links and risk.
PRACTICAL	Check a competitor in a free backlink checker.
ASSIGNMENT	Backlink summary for three competitors.

CLASS 19

MODULE 7 · OFF-PAGE SEO & LINK BUILDING

Link Building & Outreach

WEEK 4 · THU

LIVE SESSION	Link-building strategies; outreach and digital PR; brand mentions; ethical link acquisition; measuring off-page performance.
PRACTICAL	Draft one outreach email as a group.
ASSIGNMENT	20-prospect list and two outreach emails.

CLASS 20

MODULE 8 · LOCAL SEO FUNDAMENTALS

Local SEO & Google Business Profile

WEEK 4 · FRI

LIVE SESSION	Intro to local SEO; Google Business Profile setup and optimization; local keyword research; business information consistency.
PRACTICAL	Audit a real business profile.
ASSIGNMENT	Profile optimization checklist for a real or sample business.

CLASS 21

MODULE 8 · LOCAL SEO FUNDAMENTALS

Local Pages & Reviews

WEEK 5 · MON

LIVE SESSION	Local landing page optimization; reviews and reputation management; local performance tracking.
PRACTICAL	Outline a local landing page.
ASSIGNMENT	One local landing page draft and a review-request template.

★ **Phase 3 milestone**
Link prospect list and a local SEO checklist

PHASE 04

AI Search

Classes 22–25 | **Modules 9–10**

Answer Engine Optimization (AEO) · Generative Engine Optimization (GEO)

CLASS 22

MODULE 9 · ANSWER ENGINE OPTIMIZATION

Answer Engine Optimization

WEEK 5 · TUE

LIVE SESSION	Intro to AEO; answer engines and conversational search; question-based keyword research; direct answers.
PRACTICAL	Collect questions from People Also Ask and AI assistants.
ASSIGNMENT	25 questions mapped to project pages.

CLASS 23

MODULE 9 · ANSWER ENGINE OPTIMIZATION

FAQs & Featured Snippets

WEEK 5 · WED

LIVE SESSION	Question-and-answer structures; FAQs and heading optimization; featured snippets; appropriate schema; answer visibility signals.
PRACTICAL	Rewrite one section as a direct answer.
ASSIGNMENT	Add answer blocks and FAQs to article 1; publish article 2.

CLASS 24

MODULE 10 · GENERATIVE ENGINE OPTIMIZATION

Generative Engine Optimization

WEEK 5 · THU

LIVE SESSION	Intro to GEO; generative answers; how SEO, AEO and GEO relate; entity optimization and brand clarity; consistent brand information; AI crawler access.
PRACTICAL	Check robots.txt and brand details across the site.
ASSIGNMENT	Brand and entity audit.

CLASS 25

MODULE 10 · GENERATIVE ENGINE OPTIMIZATION

AI Visibility Testing

WEEK 5 · FRI

LIVE SESSION	Factual, well-supported content; source credibility and citations; third-party mentions; testing visibility across AI platforms; monitoring; GEO strategy.
PRACTICAL	Run five prompts in ChatGPT, Gemini and Copilot.
ASSIGNMENT	Prompt test log (15 prompts, 3 platforms) and a GEO improvement plan.

★ **Phase 4 milestone**
Second article with answer blocks and a GEO improvement plan

PHASE 05

Measurement & Project

Classes 26–30 | **Modules 11–12**

SEO Tools, Analytics & Reporting · Practical SEO Project

CLASS 26

MODULE 11 · SEO TOOLS, ANALYTICS & REPORTING

Google Search Console

WEEK 6 · MON

LIVE SESSION	Search Console in depth: queries, clicks, impressions and average position; URL inspection and indexing reports.
PRACTICAL	Find opportunities in a demo property, then in your own.
ASSIGNMENT	Opportunity list from Search Console data.

CLASS 27

MODULE 11 · SEO TOOLS, ANALYTICS & REPORTING

GA4 & SEO Reporting

WEEK 6 · TUE

LIVE SESSION	GA4 fundamentals; organic traffic and engagement; audit tools; competitor monitoring; reporting; prioritizing tasks.
PRACTICAL	Build a report template in Google Sheets.
ASSIGNMENT	One-page SEO report for the project site.

CLASS 28

PROJECT WEBSITE

Website Creation Day

WEEK 6 · WED

LIVE SESSION	Website creation before the practical project: confirm the project site; complete pages, menus, categories and URL structure; check plugins, backups, sitemap and tracking.
PRACTICAL	Finish or rebuild your project site with trainer help.
ASSIGNMENT	Project site complete and approved for the practical project.

CLASS 29

MODULE 12 · PRACTICAL SEO PROJECT

Project Workshop

WEEK 6 · THU

LIVE SESSION	Readiness assessment; keyword map review; on-page and technical re-checks; content and internal linking; AEO and GEO checks; audit report writing; freelancing and career basics.
PRACTICAL	Trainer reviews each project live.
ASSIGNMENT	Final audit report and 30-day action plan submitted.

CLASS 30

MODULE 12 · PRACTICAL SEO PROJECT

Final Presentations

WEEK 6 · FRI

LIVE SESSION	Student presentations; trainer feedback; certificate and next steps.
PRACTICAL	Present your action plan in five minutes.
ASSIGNMENT	No assignment. Course wrap-up.

★ **Phase 5 milestone**
Final audit report and a presented 30-day action plan

PROJECT & CAPSTONE

Finish with a Portfolio

Your final project is built step by step, so the last classes are for review and presentation.

WHAT YOU BUILD, AND WHEN

✓ Baseline audit	Classes 5 & 11
✓ Keyword-to-URL map	Class 8
✓ Two optimized pages	Classes 13 & 23
✓ Technical issue log	Classes 15–17
✓ AEO and GEO improvements	Classes 23–25
✓ Project website approved	Class 28
✓ Final audit report and 30-day action plan	Classes 29–30

CAPSTONE

Site audit + 30-day action plan

BATCH DETAILS

Max 20
students per batch

Mon–Fri, 8:00 PM
evening classes, adjustable with your batch

Hindi & English
batches available

★ **Domain and hosting: ₹1,000 extra**, paid during the website practical.

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