SkillNewton

45-CLASS COURSE ROADMAP

SEO LEVEL-UP

Basics done. Level up to advanced, AEO and GEO.

YOUR ROADMAP

01	**Advanced Strategy & Keywords** Advanced strategy	Classes 1–5
02	**Topical Authority & Semantic SEO** Topical authority	Classes 6–10
03	**Advanced Technical SEO** Technical SEO	Classes 11–16
04	**Advanced Content & On-Page** Content	Classes 17–21
05	**Off-Page, Local & International** Off-page & local	Classes 22–27
06	**AEO & GEO: AI Search** AI search	Classes 28–34
07	**Analytics, AI & Automation** Analytics & AI	Classes 35–40
08	**Capstone & Career** Capstone & career	Classes 41–45

45 Live Classes · Monday to Friday · 8 Phases

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COURSE ROADMAP

Your 45-Class Plan

This roadmap shows what you learn and build in each of the **45 live classes** of SEO Level-Up. It assumes you already know basic SEO and goes straight to advanced skills, AEO and GEO, all worked on a **real website**, ending with career classes. Classes run **Monday to Friday** for 1.5 hours, about nine weeks in all.

45	8	7	1
Live classes	Phases	Projects	Capstone

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 on real SEO tools and your own website.

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

7 Projects and a Capstone
Project work builds through the course and feeds your final SEO strategy.

ROADMAP AT A GLANCE

Eight Phases, One Website

Eight phases take you from advanced strategy to a complete SEO growth plan, no beginner basics.

01

CLASSES 1–5 · ADVANCED STRATEGY

Advanced Strategy & Keywords

- ✓ Keyword database and a competitor gap analysis

02

CLASSES 6–10 · TOPICAL AUTHORITY

Topical Authority & Semantic SEO

- ✓ A complete topical map for your site

03

CLASSES 11–16 · TECHNICAL SEO

Advanced Technical SEO

- ✓ Technical audit with fixes applied

04

CLASSES 17–21 · CONTENT

Advanced Content & On-Page

- ✓ Optimized content and an editorial workflow

05

CLASSES 22–27 · OFF-PAGE & LOCAL

Off-Page, Local & International

- ✓ Link-building strategy and a local plan

06

CLASSES 28–34 · AI SEARCH

AEO & GEO: AI Search

- ✓ A GEO and AEO visibility audit

07

CLASSES 35–40 · ANALYTICS & AI

Analytics, AI & Automation

- ✓ A live reporting dashboard

08

CLASSES 41–45 · CAPSTONE & CAREER

Capstone & Career

- ✓ SEO strategy presented, plus a resume and client proposal

PHASE 01

Advanced Strategy & Keywords

Classes 1–5 | Advanced strategy

Setup · Ranking systems · Advanced keyword research · Clustering · Keyword databases

CLASS 01

STRATEGY & KEYWORDS

Quick Setup & Advanced Roadmap

WEEK 1 · MON

SETUP

LIVE SESSION	Confirm your project website; Search Console, GA4 and sitemap; the roadmap and what "advanced" means in 2026.
PRACTICAL	Verify your site and tracking are working.
ASSIGNMENT	Project site confirmed with tracking live.

CLASS 02

STRATEGY & KEYWORDS

Ranking Systems & SERP Analysis

WEEK 1 · TUE

ADVANCED

LIVE SESSION	Modern ranking systems and search engine behaviour; SERP analysis and competitive positioning; opportunity and demand analysis.
PRACTICAL	Break down the results page for one competitive query.
ASSIGNMENT	SERP analysis for ten target queries.

CLASS 03

STRATEGY & KEYWORDS

Advanced Keyword Research & Clustering

WEEK 1 · WED

ADVANCED

LIVE SESSION	Advanced keyword methods and query intelligence; keyword clustering and semantic grouping; entity-based keyword research.
PRACTICAL	Cluster 100 keywords with intent and entities tagged.
ASSIGNMENT	Clustered keyword sheet for your niche.

CLASS 04

STRATEGY & KEYWORDS

Competitor Gaps & Mapping

WEEK 1 · THU

ADVANCED

LIVE SESSION	Competitor keyword gap analysis; keyword-to-URL mapping; cannibalization checks.
PRACTICAL	Run a gap report against two competitors.
ASSIGNMENT	Gap analysis and keyword-to-URL map.

CLASS 05

STRATEGY & KEYWORDS

Keyword Databases & Forecasting

WEEK 1 · FRI

ADVANCED

LIVE SESSION	Search demand forecasting; building a scalable keyword database.
PRACTICAL	Structure a database with intent, cluster and priority.
ASSIGNMENT	Keyword database complete.

Project 01 · Keyword gap analysis

★ **Phase 1 milestone**
Keyword database and a competitor gap analysis

PHASE 02

Topical Authority & Semantic SEO

Classes 6–10 | **Topical authority**

Topical authority · Entities & knowledge graphs · Topical maps · Pillars & clusters · Internal linking

CLASS 06

TOPICAL AUTHORITY

Topical Authority Foundations

WEEK 2 · MON

ADVANCED

LIVE SESSION	Understanding topical authority; semantic SEO architecture; subject-matter authority.
PRACTICAL	Compare two sites' topical coverage of one subject.
ASSIGNMENT	Topical authority gap notes.

CLASS 07

TOPICAL AUTHORITY

Entities & Knowledge Graphs

WEEK 2 · TUE

ADVANCED

LIVE SESSION	Entity-based SEO; knowledge graphs and relationships; NLP and contextual relevance.
PRACTICAL	Extract entities from top-ranking pages.
ASSIGNMENT	Entity list for your core topic.

CLASS 08

TOPICAL AUTHORITY

Topical Maps & Content Ecosystems

WEEK 2 · WED

ADVANCED

LIVE SESSION	Topical maps and content ecosystems; intent-driven content architecture.
PRACTICAL	Start a topical map in a spreadsheet.
ASSIGNMENT	First draft of your topical map.

CLASS 09

TOPICAL AUTHORITY

Pillars, Clusters & Silos

WEEK 2 · THU

ADVANCED

LIVE SESSION	Pillar pages and supporting content; topic clusters and content silos.
PRACTICAL	Assign pillars and supporting pages to the map.
ASSIGNMENT	Pillar and cluster plan with URLs.

CLASS 10

TOPICAL AUTHORITY

Internal Linking & Topical Audits

WEEK 2 · FRI

ADVANCED

LIVE SESSION	Internal linking for topical relevance; topical authority auditing.
PRACTICAL	Audit internal links within one cluster.
ASSIGNMENT	Completed topical map.

Project 02 · Complete topical map

★ **Phase 2 milestone**
A complete topical map for your site

PHASE 03

Advanced Technical SEO

Classes 11–16 | **Technical SEO**

Crawling & indexation · JavaScript SEO · Canonicals & facets · Core Web Vitals · Schema · Audits

CLASS 11 — Crawling & Indexation

TECHNICAL SEO

WEEK 3 · MON

ADVANCED

LIVE SESSION	Advanced crawling and indexation management; crawl budget optimization.
PRACTICAL	Review crawl stats and index coverage.
ASSIGNMENT	Indexation report for your site.

CLASS 12 — JavaScript SEO & Log Files

TECHNICAL SEO

WEEK 3 · TUE

ADVANCED

LIVE SESSION	JavaScript SEO and rendering; log file analysis.
PRACTICAL	Compare raw and rendered HTML; read a sample log.
ASSIGNMENT	Rendering check for three templates.

CLASS 13 — Canonicals, Pagination & Facets

TECHNICAL SEO

WEEK 3 · WED

ADVANCED

LIVE SESSION	Canonicalization and duplicate URLs; pagination and faceted navigation.
PRACTICAL	Find duplicate URL patterns in a crawl.
ASSIGNMENT	Canonical and duplicate URL fix list.

CLASS 14

TECHNICAL SEO

Core Web Vitals & Performance

WEEK 3 · THU

ADVANCED

LIVE SESSION	Core Web Vitals; mobile usability; website speed optimization.
PRACTICAL	Diagnose a page in PageSpeed Insights and GTmetrix.
ASSIGNMENT	Core Web Vitals fix plan with before and after.

CLASS 15

TECHNICAL SEO

Structured Data & Schema

WEEK 3 · FRI

ADVANCED

LIVE SESSION	Advanced schema markup; JSON-LD; structured data validation.
PRACTICAL	Add and validate Article and Organization schema.
ASSIGNMENT	Schema live on your key templates.

CLASS 16

TECHNICAL SEO

Technical Audits & Prioritization

WEEK 4 · MON

ADVANCED

LIVE SESSION	Full technical SEO audits; issue prioritization and troubleshooting.
PRACTICAL	Prioritize issues from a full crawl.
ASSIGNMENT	Technical audit log.

Project 03 · Technical SEO audit

★ **Phase 3 milestone**
Technical audit with fixes applied

PHASE 04

Advanced Content & On-Page

Classes 17–21 | Content

Metadata & structure · Semantic coverage · Content refresh · Internal linking · Quality at scale

CLASS 17

CONTENT & ON-PAGE

Metadata & Content Structure

WEEK 4 · TUE

ADVANCED

LIVE SESSION	Advanced title and metadata optimization; heading and content structure.
PRACTICAL	Rewrite metadata for ten pages using query data.
ASSIGNMENT	Metadata update sheet.

CLASS 18

CONTENT & ON-PAGE

Semantic Coverage & Information Gain

WEEK 4 · WED

ADVANCED

LIVE SESSION	Semantic coverage and entity optimization; information gain and differentiation.
PRACTICAL	Compare a page with the top three results.
ASSIGNMENT	Coverage and differentiation plan.

CLASS 19

CONTENT & ON-PAGE

Content Optimization, Decay & Refresh

WEEK 4 · THU

ADVANCED

LIVE SESSION	Content optimization and updating; decay, pruning and refresh.
PRACTICAL	Find decaying pages in Search Console.
ASSIGNMENT	One page refreshed and re-published.

CLASS 20

CONTENT & ON-PAGE

Internal Linking & Anchors

WEEK 4 · FRI

ADVANCED

LIVE SESSION	Internal linking optimization; contextual anchor text strategies.
PRACTICAL	Add contextual links across one cluster.
ASSIGNMENT	Internal link updates for ten pages.

CLASS 21

CONTENT & ON-PAGE

Content Quality at Scale

WEEK 5 · MON

ADVANCED

LIVE SESSION	Content quality assessment; editorial workflow; avoiding thin content.
PRACTICAL	Score sample content against a quality checklist.
ASSIGNMENT	Editorial workflow documented.

Project 04 · Content optimization

★ **Phase 4 milestone**
Optimized content and an editorial workflow

PHASE 05

Off-Page, Local & International

Classes 22–27 | Off-page & local

Backlink analysis · Digital PR & outreach · Link risk · Local SEO & GBP · Citations & reviews · International SEO

CLASS 22

OFF-PAGE & LOCAL

Backlink Analysis & Gaps

WEEK 5 · TUE

ADVANCED

LIVE SESSION	Advanced backlink profile analysis; competitor backlink gaps.
PRACTICAL	Analyse a profile and run a gap report.
ASSIGNMENT	Backlink summary and 50-target list.

CLASS 23

OFF-PAGE & LOCAL

Link Building, Digital PR & Outreach

WEEK 5 · WED

ADVANCED

LIVE SESSION	Link-building strategies; digital PR; outreach and brand mentions.
PRACTICAL	Draft one outreach pitch.
ASSIGNMENT	Media list and two pitch emails.

CLASS 24

OFF-PAGE & LOCAL

Link Risk & Brand Authority

WEEK 5 · THU

ADVANCED

LIVE SESSION	Link reclamation; backlink risk assessment; measuring link building.
PRACTICAL	Find lost and broken backlinks.
ASSIGNMENT	Reclamation list and risk notes.

CLASS 25

OFF-PAGE & LOCAL

Advanced Local SEO & GBP

WEEK 5 · FRI

ADVANCED

LIVE SESSION	Google Business Profile optimization; Maps ranking factors; local keywords.
PRACTICAL	Audit a profile against the top Maps results.
ASSIGNMENT	Local profile optimization plan.

CLASS 26

OFF-PAGE & LOCAL

Citations, Reviews & Local Schema

WEEK 6 · MON

ADVANCED

LIVE SESSION	Local citations and NAP; reviews and reputation; LocalBusiness schema.
PRACTICAL	Check NAP consistency; write LocalBusiness schema.
ASSIGNMENT	Citation audit and review templates.

CLASS 27

OFF-PAGE & LOCAL

International SEO & Hreflang

WEEK 6 · TUE

ADVANCED

LIVE SESSION	International architecture; hreflang; multi-location overview.
PRACTICAL	Write and validate hreflang tags.
ASSIGNMENT	Link-building and local plan done.

Project 05 · Link-building and local plan

★ **Phase 5 milestone**
Link-building strategy and a local plan

PHASE 06

AEO & GEO: AI Search

Classes 28–34 | **AI search**

AEO & snippets · Direct answers & voice · GEO & AI Overviews · ChatGPT, Gemini, Perplexity · Entity consistency · Schema for AI · E-E-A-T

CLASS 28

AEO & GEO

AEO & Featured Snippets

WEEK 6 · WED

ADVANCED

LIVE SESSION	Answer Engine Optimization; featured snippets; question research.
PRACTICAL	Mine questions with People Also Ask and AlsoAsked.
ASSIGNMENT	50 questions mapped to pages.

CLASS 29

AEO & GEO

Direct Answers, FAQs & Voice

WEEK 6 · THU

ADVANCED

LIVE SESSION	Direct answer structures; FAQ optimization; voice search.
PRACTICAL	Rewrite a section as a direct answer.
ASSIGNMENT	Answer blocks added to three pages.

CLASS 30

AEO & GEO

GEO & AI Overviews

WEEK 6 · FRI

ADVANCED

LIVE SESSION	Generative Engine Optimization; AI search ecosystems; Google AI Overviews and AI Mode.
PRACTICAL	Trace the sources behind one AI answer.
ASSIGNMENT	Source analysis for five prompts.

CLASS 31

AEO & GEO

ChatGPT, Gemini & Perplexity

WEEK 7 · MON

ADVANCED

LIVE SESSION	AI assistant visibility; content structure for AI answers.
PRACTICAL	Run a prompt set across three platforms.
ASSIGNMENT	Prompt test log for 20 prompts.

CLASS 32

AEO & GEO

Entity & Brand Consistency for AI

WEEK 7 · TUE

ADVANCED

LIVE SESSION	Entity consistency; brand representation; citation and source visibility.
PRACTICAL	Audit brand information across platforms.
ASSIGNMENT	Brand consistency fix list.

CLASS 33

AEO & GEO

Advanced Schema for AI

WEEK 7 · WED

ADVANCED

LIVE SESSION	Nested schema and @id; validation; schema for AI discovery.
PRACTICAL	Connect schema types and validate.
ASSIGNMENT	Schema extended across the site.

CLASS 34

AEO & GEO

E-E-A-T & Brand Authority

WEEK 7 · THU

ADVANCED

LIVE SESSION	Experience, Expertise, Authoritativeness, Trust; author and brand entities.
PRACTICAL	Audit trust signals and author pages.
ASSIGNMENT	E-E-A-T plan for your site.

Project 06 · GEO and AEO visibility audit

★ **Phase 6 milestone**
A GEO and AEO visibility audit

PHASE 07

Analytics, AI & Automation

Classes 35–40 | **Analytics & AI**

Search Console & GA4 · Advanced auditing · Drop diagnosis · Dashboards · AI-assisted SEO · AI workflows

CLASS 35

ANALYTICS & AI

Search Console & GA4 (Advanced)

WEEK 7 · FRI

ADVANCED

LIVE SESSION	Advanced Search Console analysis; GA4; organic traffic segmentation.
PRACTICAL	Segment queries and pages with filters and regex.
ASSIGNMENT	Segmented performance report.

CLASS 36

ANALYTICS & AI

Advanced Crawling & Auditing

WEEK 8 · MON

ADVANCED

LIVE SESSION	Screaming Frog advanced crawling; Sitebulb; competitor benchmarking.
PRACTICAL	Run a custom-extraction crawl.
ASSIGNMENT	Benchmark against three competitors.

CLASS 37

ANALYTICS & AI

Rankings, Decay & Drop Diagnosis

WEEK 8 · TUE

ADVANCED

LIVE SESSION	Ranking and landing page analysis; diagnosing traffic and ranking drops.
PRACTICAL	Diagnose a sample traffic drop.
ASSIGNMENT	Drop diagnosis write-up.

CLASS 38

ANALYTICS & AI

Forecasting & Dashboards

WEEK 8 · WED

ADVANCED

LIVE SESSION	SEO forecasting and KPIs; Looker Studio dashboards; client-ready reports.
PRACTICAL	Build a Looker Studio dashboard.
ASSIGNMENT	Dashboard with KPIs for your site.

CLASS 39

ANALYTICS & AI

AI-Assisted SEO

WEEK 8 · THU

ADVANCED

LIVE SESSION	AI for research, briefs and bulk tasks; human review.
PRACTICAL	Build a brief with AI, then edit it.
ASSIGNMENT	Two reviewed AI-assisted briefs.

CLASS 40

ANALYTICS & AI

AI Workflows & Automation

WEEK 8 · FRI

ADVANCED

LIVE SESSION	Automated reporting; repeatable processes; quality control in AI workflows.
PRACTICAL	Document one repeatable workflow.
ASSIGNMENT	Workflow document with a review checklist.

Project 07 · Reporting dashboard

★ **Phase 7 milestone**
A live reporting dashboard

PHASE 08

Capstone & Career

Classes 41–45 | Capstone & career

Capstone audit & architecture · Technical, content & schema · AEO/GEO & presentation · Portfolio & resume · Freelancing & proposals

CLASS 41

CAPSTONE & CAREER

Capstone 1: Audit & Architecture

WEEK 9 · MON

ADVANCED

LIVE SESSION	Website and competitor analysis; keyword map; topical and URL architecture.
PRACTICAL	Trainer reviews your capstone site.
ASSIGNMENT	Audit, keyword and architecture sections.

CLASS 42

CAPSTONE & CAREER

Capstone 2: Technical, Content & Schema

WEEK 9 · TUE

ADVANCED

LIVE SESSION	Technical fixes; content optimization; schema implementation.
PRACTICAL	Implement fixes and validate schema.
ASSIGNMENT	Technical, content and schema sections.

CLASS 43

CAPSTONE & CAREER

Capstone 3: AEO/GEO, Report & Present

WEEK 9 · WED

ADVANCED

LIVE SESSION	AEO and GEO plan; performance reporting; student presentations.
PRACTICAL	Present your SEO strategy.
ASSIGNMENT	Final strategy document submitted.

CLASS 44

CAPSTONE & CAREER

Portfolio, Resume & Interviews

WEEK 9 · THU

CAREER

LIVE SESSION	Portfolio from your projects; resume structure; interview preparation.
PRACTICAL	Draft your resume from a template.
ASSIGNMENT	Resume and portfolio ready for review.

CLASS 45

CAPSTONE & CAREER

Freelancing & Client Proposals

WEEK 9 · FRI

CAREER

LIVE SESSION	Finding clients; services and pricing; proposals; client reporting; certificate.
PRACTICAL	Write a proposal for a sample business.
ASSIGNMENT	Client proposal; course wrap-up.

★ **Phase 8 milestone**
SEO strategy presented, plus a resume and client proposal

PROJECTS & CAPSTONE

Finish with a Portfolio

7 PROJECTS, AND WHEN EACH IS DUE

01 · Keyword gap analysis	Class 5
02 · Complete topical map	Class 10
03 · Technical SEO audit	Class 16
04 · Content optimization	Class 21
05 · Link-building and local plan	Class 27
06 · GEO and AEO visibility audit	Class 34
07 · Reporting dashboard	Class 40

CAPSTONE · CLASSES 41–43

Complete SEO strategy presented for a real website

Career and freelancing · Classes 44–45
Resume, jobs, finding clients, proposals and reporting.

BATCH DETAILS

Max 20
students per batch

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

Hindi & English
batches available

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