SkillNewton

Live Online | 45 Days | Course Brochure

Technical SEO & Website Optimization

A 45-day live online programme that teaches you to diagnose and fix the website issues affecting crawling, indexing, rendering, performance and organic visibility.

DURATION **45 Days**	MODE **Live online, instructor-led**	LEVEL **Intermediate to Advanced**
FEE **₹7,000**	MODULES **12 modules**	PROJECTS **10 practical + capstone**

Learning approach: Live Classes + Practical Assignments + Website Implementation

Course overview

Master the technical foundations of search engine optimization and learn how to identify, diagnose and resolve the website issues that affect crawling, indexing, rendering, performance and organic visibility.

This practical training programme focuses on advanced technical SEO, website architecture, JavaScript SEO, Core Web Vitals, structured data, server-side SEO, log file analysis and website migration. You will learn to conduct professional technical SEO audits and implement optimization strategies on real websites.

The programme runs for 45 days across six learning phases, covering 12 modules, 10 practical projects and a final capstone project: a complete technical SEO audit and optimization plan for a real website. Live classes run 5 days a week for 1.5–2 hours each, with practical assignments after each major module, weekly doubt-clearing sessions and hands-on website auditing throughout.

What you will be able to do

- Understand advanced search engine crawling and indexing
- Identify and resolve technical SEO problems
- Optimize website architecture and URL structures
- Diagnose JavaScript rendering and indexing issues
- Analyze and improve Core Web Vitals
- Implement and validate structured data
- Perform server log file analysis
- Manage website migrations without unnecessary SEO losses
- Conduct advanced technical SEO audits
- Prepare professional technical SEO reports and implementation roadmaps

Who should enrol

- **SEO professionals**: Specialize in technical SEO: crawl budget, rendering, log files and professional audits.
- **Web developers**: Learn how search engines crawl, render and index the sites you build, JavaScript included.
- **WordPress developers**: Apply sitemaps, robots.txt, redirects, schema and Core Web Vitals fixes on client sites.
- **Digital marketing professionals**: Understand the technical issues that limit organic visibility and how to prioritize them.
- **Freelance SEO consultants**: Deliver complete technical SEO audits and implementation roadmaps to your clients.
- **Website owners and technical teams**: Diagnose crawling, indexing and performance problems and plan migrations with care.
- **Students with foundational SEO knowledge**: Build on SEO basics with hands-on crawling, auditing and structured data practice.

Curriculum: 12 modules

Days 1–7 · Fundamentals & Indexing

Module 1: Technical SEO Fundamentals

Introduction to Technical SEO · How search engines discover websites · Crawling, rendering, indexing, and ranking · Understanding Googlebot and other search crawlers · Search engine crawling behaviour · Website architecture and technical foundations · Understanding HTTP and HTTPS · Technical SEO ranking considerations · Common technical SEO problems · Technical SEO audit fundamentals

Module 2: Advanced Crawling & Indexing

Understanding search engine crawlers · Crawlability and indexability · Crawl budget optimization · Crawl depth and click depth · XML sitemap optimization · Robots.txt configuration · Meta robots directives · X-Robots-Tag implementation · Noindex, nofollow and disallow · Canonical tags and canonicalization · Duplicate URL management · Orphan pages identification · Indexation troubleshooting · Google Search Console indexing reports

Days 8–14 · Architecture & JavaScript

Module 3: Website Architecture & URL Optimization

SEO-friendly website architecture · Website hierarchy and navigation · URL structure optimization · URL parameters and handling · Trailing slash and URL normalization · Pagination SEO · Faceted navigation management · Internal linking architecture · Breadcrumb implementation · Managing large website structures · Orphan page detection · Website architecture auditing

Module 4: JavaScript SEO & Rendering

JavaScript SEO fundamentals · Client-side and server-side rendering · Understanding the rendering process · How Google processes JavaScript · Rendering and indexing challenges · Dynamic rendering fundamentals · Hydration and rendering concepts · JavaScript-generated links · Content accessibility for search crawlers · JavaScript SEO testing · Identifying rendering issues · Practical JavaScript SEO audits

Days 15–21 · Performance & Server SEO

Module 5: Core Web Vitals & Website Performance

Understanding Core Web Vitals · Largest Contentful Paint (LCP) · Interaction to Next Paint (INP) · Cumulative Layout Shift (CLS) · Understanding page experience signals · Performance measurement · Image optimization · CSS and JavaScript optimization · Browser caching · Compression and minification · Lazy loading implementation · Critical rendering path · Server response time and TTFB · Mobile performance optimization · Real-world website speed auditing

Module 6: HTTP Status Codes, Redirects & Server SEO

Understanding HTTP response codes · 200, 301, 302, 404, 410, 403 and 500 status codes · Redirect implementation · Redirect chains and loops · Broken links and dead URLs · Soft 404 errors · Server errors and troubleshooting · HTTPS implementation · HTTP to HTTPS migration · URL normalization · CDN and caching fundamentals · Server response optimization · Identifying server-side SEO problems

Days 22–28 · Schema & Log Files

Module 7: Advanced Schema & Structured Data

Introduction to Schema.org · Understanding structured data · JSON-LD implementation · Organization and Person schema · Article and BlogPosting schema · Product and Review schema · LocalBusiness schema · Service schema · Breadcrumb schema · VideoObject schema · Schema nesting and entity relationships · Structured data validation · Rich Results Test · Schema errors and warnings · Structured data auditing

Module 8: Log File Analysis & Advanced Crawling

Introduction to server log files · Understanding access logs · Identifying Googlebot activity · Crawl frequency and crawl patterns · Analyzing crawler behaviour · Identifying wasted crawl activity · Detecting crawl anomalies · Discovering orphan URLs · Analyzing crawl frequency by page type · Crawl budget investigation · Log file analysis using available tools · Turning log insights into technical SEO improvements

Days 29–35 · International & Migration

Module 9: International SEO & Hreflang

International SEO architecture · Country and language targeting · Country-specific URL structures · Subdomains, subdirectories and ccTLDs · Hreflang fundamentals · Hreflang implementation · Language and regional targeting · Hreflang validation · Canonical and hreflang relationships · International indexing issues · International SEO auditing

Module 10: Website Migration & Technical Troubleshooting

Website migration fundamentals · Domain migration · HTTP to HTTPS migration · CMS migration · URL structure migration · Pre-migration SEO audit · URL mapping and redirect planning · Redirect implementation · Sitemap updates · Canonical and robots.txt checks · Post-migration monitoring · Identifying traffic and ranking losses · Migration troubleshooting · Website recovery planning

Days 36–45 · Audits & Final Project

Module 11: Advanced Technical SEO Auditing

Complete website crawling using Screaming Frog · Advanced crawl configuration · Identifying broken internal and external links · Duplicate metadata detection · Missing titles and descriptions · Heading structure analysis · Canonical audits · Redirect audits · Indexability audits · Image SEO auditing · Internal link analysis · Core Web Vitals analysis · Structured data auditing · Technical issue prioritization · Preparing professional technical SEO audit reports

Module 12: Practical Implementation & Final Project

Perform a complete technical SEO audit and optimization plan for a real website. Students will identify technical problems, analyze their impact on search visibility, prioritize issues, recommend solutions, and prepare a professional implementation report.

Conduct a complete technical SEO audit · Crawl and analyze a real website · Identify crawling and indexing problems · Optimize XML sitemap and robots.txt · Fix canonicalization and redirect issues · Analyze JavaScript rendering · Evaluate and improve Core Web Vitals · Implement and validate structured data · Analyze website crawl logs · Prepare a technical SEO improvement roadmap · Create a final technical SEO audit report

Practical projects

1. **Complete Technical SEO Audit of a Live Website**
2. **Advanced Website Crawling and Indexability Analysis**
3. **Robots.txt and XML Sitemap Optimization**

4. **Canonicalization and Redirect Management**
5. **JavaScript Rendering and Indexing Audit**
6. **Core Web Vitals Performance Audit**
7. **Schema Markup Implementation and Validation**
8. **Server Log File Analysis**
9. **International SEO and Hreflang Audit**
10. **Website Migration Planning and Redirect Mapping**
11. **Final capstone project**: Perform a complete technical SEO audit and optimization plan for a real website. Students will identify technical problems, analyze their impact on search visibility, prioritize issues, recommend solutions, and prepare a professional implementation report.

Tools & platforms covered

Website Crawling	Screaming Frog, Sitebulb
Search Monitoring	Google Search Console
Performance Analysis	PageSpeed Insights, Lighthouse, GTmetrix
Schema Validation	Schema.org Validator, Rich Results Test
Log Analysis	Screaming Frog Log File Analyser
Rendering Analysis	Google URL Inspection, Chrome DevTools
HTTP Analysis	HTTP Status Checker, Redirect Checker
Website Testing	Chrome DevTools, WebPageTest
Analytics	Google Analytics 4
Technical Research	Ahrefs, Semrush

How the course is delivered

- Live instructor-led online classes
- Hands-on technical SEO implementation
- Real website crawling and auditing
- Practical assignments and exercises
- Weekly doubt-clearing sessions
- Technical SEO case studies
- Final capstone project
- Course completion certificate

Before you join

- Foundational SEO knowledge; this is an intermediate to advanced programme.
- A computer and a stable internet connection to join live online classes.

- A Google account to work with Google Search Console, Google Analytics 4 and other Google tools.

Frequently asked questions

What is the Technical SEO & Website Optimization course?

It is a 45-day live online programme with 12 modules covering crawling, indexing, site architecture, JavaScript SEO, Core Web Vitals, server SEO, structured data, log file analysis, international SEO and website migration. It includes 10 practical projects and a final capstone project.

What is the course fee and duration?

The course runs for 45 days and the suggested course fee is ₹7,000. Send an enquiry for the next batch start date.

Who can join this course?

It is designed for SEO professionals, web and WordPress developers, digital marketing professionals, freelance SEO consultants, website owners, technical teams and students with foundational SEO knowledge. The level is intermediate to advanced.

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.

Does the course cover JavaScript SEO?

Yes. Module 4 covers client-side and server-side rendering, how Google processes JavaScript, dynamic rendering, hydration, JavaScript-generated links and practical JavaScript SEO audits.

Is website migration and log file analysis included?

Yes. Module 8 covers server log file analysis and Googlebot activity, and Module 10 covers domain, HTTPS, CMS and URL structure migrations, redirect planning and post-migration monitoring.

Which tools will I use?

Tools include Screaming Frog, Sitebulb, Google Search Console, PageSpeed Insights, Lighthouse, GTmetrix, Rich Results Test, Screaming Frog Log File Analyser, Chrome DevTools, WebPageTest, Google Analytics 4, Ahrefs and Semrush.

Will I get a certificate?

Yes. You receive a course completion certificate.

> **Please note:** This course teaches technical SEO methods and practices. Search rankings, traffic and other results are not guaranteed and depend on external factors such as search engine changes, competition and website implementation.

Enrol or ask a question

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