

ADVANCED SEO MASTERY

Duration

15 Hours

Training Format

Practical & Hands-on Training



COURSE CONTENT

1. SEO in the AI Era

- Evolution of Search Engine Optimization
- Current SEO landscape and emerging trends
- Traditional Search vs AI-Powered Search
- Understanding AI-driven search experiences
- Search behavior and conversational search
- Introduction to AEO and GEO
- SEO vs AEO vs GEO
- Search intent in the AI era
- E-E-A-T and people-first content
- Role of AI in modern SEO
- Opportunities and challenges of AI for SEO

Practical Activity

AI Search Analysis

- Compare Google search results with ChatGPT, Gemini and Perplexity results.
- Analyze how brands and websites appear in AI-generated answers.
- Identify opportunities for improving search and AI visibility.

2. AI-Powered Keyword Research & Search Intent

- Advanced keyword research techniques
- Short-tail and long-tail keywords
- Informational, navigational, commercial and transactional intent
- Question-based keyword research
- Semantic keywords and related concepts
- Topic clusters and content pillars
- Entity-based keyword research
- Competitor keyword analysis
- Keyword gap analysis
- Identifying content opportunities
- AI-assisted keyword expansion and clustering

AI Tools

- ChatGPT
- Google Gemini
- Perplexity
- Google Keyword Planner
- Ahrefs / Semrush

Practical Activity

AI-Assisted Keyword Research

Participants will create:

- Primary keywords
- Long-tail keywords
- Search questions
- Search intent classification
- Topic clusters

- Competitor keyword gaps
- Content opportunities

3. Advanced On-Page SEO & AI Content Optimization

- Advanced on-page SEO techniques
- Title tag optimization
- Meta description optimization
- Heading structure
- URL optimization
- Internal linking
- Semantic SEO
- Content clustering
- User-intent optimization
- Content freshness
- Featured snippet optimization
- FAQ optimization
- Schema markup
- Entity optimization

AI-Powered On-Page Optimization

- Creating SEO content briefs with AI
- Generating content outlines
- Identifying content gaps
- Improving content structure
- Optimizing titles and meta descriptions
- Suggesting internal links
- Generating FAQs
- Creating schema markup drafts
- Improving readability and content relevance

Practical Activity

Optimize a Webpage Using AI

Participants will develop:

- SEO title
- Meta description
- H1/H2 structure
- Content outline
- FAQ section
- Internal linking recommendations
- Schema markup

4. AI-Powered Content Strategy & Content Creation

- Developing an SEO content strategy
- Content pillars
- Topic clusters
- Search-driven content planning
- Blog and landing-page strategies
- Content calendars
- AI-assisted content research
- AI-assisted content creation
- Prompting for SEO content
- Content repurposing
- Maintaining brand voice
- Human + AI content workflow
- Fact-checking AI-generated content
- Avoiding low-value or repetitive AI-generated content

Practical Activity

Create a 30-Day AI-Powered SEO Content Calendar

Participants will develop:

- Content topics
- Target keywords
- Search intent
- Content type
- Suggested titles
- Content objectives
- AI prompts
- Calls-to-action

5. Technical SEO & AI-Assisted Website Auditing

- Technical SEO fundamentals
- Website crawling and indexing
- Robots.txt
- XML sitemap
- Canonicalization
- Duplicate content
- Redirects
- Mobile-first SEO
- Site speed optimization
- Core Web Vitals
- Website architecture
- Internal linking
- JavaScript SEO
- Technical SEO priorities

AI-Assisted Technical SEO

- Using AI to interpret SEO audit results
- Identifying technical SEO issues
- Prioritizing problems
- Generating actionable recommendations
- Converting technical findings into implementation instructions
- Competitor website analysis
- Identifying technical and content gaps

Tools

- Google Search Console
- Google Analytics
- PageSpeed Insights
- Screaming Frog
- Ahrefs / Semrush
- ChatGPT / Gemini

Practical Activity

Technical SEO Audit

Participants will identify:

- Technical issues
- Indexing issues
- On-page issues
- Content gaps
- Priority fixes
- Recommended solutions

6. AEO, GEO & AI Search Visibility

- Introduction to Answer Engine Optimization

- Introduction to Generative Engine Optimization
- Traditional SEO vs AEO vs GEO
- Optimizing content for AI-generated answers
- Question-based content
- Entity optimization
- Topical authority
- Structured and easily understandable content
- Brand authority
- Brand mentions and citations
- Improving AI-search visibility
- Monitoring brand presence across AI platforms

Practical Activity

AI Visibility Audit

Participants will:

- Develop relevant industry questions.
- Test queries across AI platforms.
- Identify brands appearing in AI responses.
- Analyze competitors.
- Identify visibility gaps.
- Develop recommendations to improve AI-search presence.

7. Advanced Off-Page SEO & AI-Assisted Link Building

- Advanced link-building strategies
- Quality vs quantity
- Backlink analysis
- Competitor backlink analysis
- Guest blogging

- Broken link building
- Digital PR
- Influencer outreach
- Brand mentions
- Unlinked brand mentions
- Linkable assets
- Outreach strategies

AI Applications

- Identifying link-building opportunities
- Competitor backlink research
- Finding outreach prospects
- Personalizing outreach messages
- Creating follow-up messages
- Generating digital PR ideas
- Developing linkable content ideas

Practical Activity

AI-Assisted Link-Building Campaign

Participants will prepare:

- Link-building prospects
- Outreach strategy
- Personalized outreach message
- Follow-up sequence
- Linkable asset ideas
- Campaign KPIs

8. AI-Powered Local SEO

- Local search optimization

- Google Business Profile optimization
- Local keyword research
- Local landing pages
- Local citations
- NAP consistency
- Customer reviews and reputation
- Review response strategies
- Local competitor analysis
- Local content strategy
- AI-assisted local SEO research

Practical Activity

Local SEO Strategy

Participants will develop a local SEO strategy for a selected business, including:

- Local keywords
- Competitor analysis
- Content opportunities
- Review strategy
- Local visibility recommendations

9. SEO Analytics, AI Reporting & Performance Measurement

- Measuring SEO success
- SEO KPIs and metrics
- Organic traffic
- Keyword rankings
- Click-through rate
- Conversions
- Backlinks

- Search Console performance
- Google Analytics data
- Competitor benchmarking
- AI-search visibility
- SEO ROI

AI-Assisted Reporting

- Analyzing SEO data using AI
- Identifying performance trends
- Finding potential problems
- Generating insights
- Creating actionable recommendations
- Preparing management summaries
- Turning SEO data into strategic decisions