

Gurukul Educational And Research Institute

SHIKSHA SANKUL, SAHASTRADHARA ROAD, NEARBY IT PARK,
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DIPLOMA IN SEO SPECIALIST

Duration: 1 Year (2 Semester)

Eligibility: 12th Pass / Basic Computer Knowledge Mode: Theory + Practical+ LiveProjects

Semester 1 – SEO Foundations & Website Optimization

Introduction to SEO

- What is SEO?
- How Search Engines Work
- Google Algorithm Basics
- Types of SEO
- On-Page SEO
- Off-Page SEO
- Technical SEO
- White Hat vs Black Hat SEO

Keyword Research

- What is Keyword?
- Types of Keywords
- Search Intent
- Keyword Difficulty
- Tools:
- Google Keyword Planner
- Ubersuggest
- SEMrush (Overview)
- Competitor Analysis

Practical:

20 Keywords Research Project

Competitor SEO Audit

- On-Page SEO
- Title Tag Optimization
- Meta Description
- Header Tags
- URL Structure
- Internal Linking
- Image Optimization
- Schema Basics

Practical:

- Optimize Sample Website
- Blog SEO Optimization

Technical SEO

- Website Speed Optimization
- Mobile Friendly Testing
- SSL & HTTPS
- Sitemap Creation
- Robots.txt
- Crawl Errors

Tools Practice:

- Google Search Console
- Google Analytics
- PageSpeed Insights

Semester 2 – Advanced SEO & Practical Implementation

Off-Page SEO

- Backlink Building
- Directory Submission
- Social Bookmarking
- Guest Posting
- Article Submission
- Local SEO
- Google My Business Optimization

Content SEO

- SEO Content Writing
- Blog Strategy
- SEO Copywriting
- Content Planning
- E-E-A-T Concept

Advanced SEO

- Advanced Analytics
- SEO Reporting
- Google Algorithm Updates
- Affiliate SEO
- E-commerce SEO
- YouTube SEO
- International SEO



Freelancing & Client Handling

- Fiverr / Upwork Profile Setup
- Client Proposal Writing
- SEO Audit Report Creation
- Monthly SEO Reporting

Final Projects

- Complete Website SEO
- Local Business Ranking Project
- SEO Audit Report
- Keyword Ranking Report

Examination Pattern

- Theory – 100 Marks
- Practical – 100 Marks
- Project – 100 Marks
- Viva – 100 Marks

Career Opportunities

- SEO Executive
- Specialist Digital Marketing
- Executive
- Freelance SEO Expert
- Affiliate Marketer
- SEO Analyst

