

Learn skills that earn,
create value that lasts

KISHORE RAJU SATHA

Trainer and Founder



SEO Course Curriculum – Skill Kshetra, Hyderabad

SEO Training Course in Hyderabad | LLM SEO, AEO, AI Tools – Skill Kshetra

Join the best SEO training course in Hyderabad with Skill Kshetra. Master LLM SEO, On-page, Off-page, AEO, GEO, and AI tools with live projects and certification.

Search Engine Optimization (SEO) Training Curriculum

◆ Module 1: SEO Foundations & Search Engine Mechanics

- What is SEO? Why is it important in 2025?
- How Search Engines Work: Crawling, Indexing & Ranking
- Understanding SERPs: Featured Snippets, Rich Results, Zero-Click
- Introduction to Generative Search (SGE) and AI Search Models
- Search Engine Algorithms: Google, Bing, and Emerging AI Engines

◆ Module 2: Keyword Research & Content Strategy

- Types of Keywords: Short-tail, Long-tail, LSI, Intent-Based
- Using AI Tools for Keyword Discovery (Ahrefs, Semrush, ChatGPT, SurferSEO)
- Keyword Clustering & Topical Authority
- Competitor Keyword Gap Analysis
- Mapping Keywords to Buyer Journey & Funnel
- Building a Content Strategy with AI

◆ Module 3: On-Page SEO Optimization

- HTML Tags: Title, Meta Description, Header Tags
- Internal Linking Structure & Content Siloing
- URL Structure, Slug Optimization, Canonical Tags
- Image Optimization (Alt Tags, Compression, WebP)
- Page Speed, Mobile Friendliness & Core Web Vitals
- Using ChatGPT/Surfer for AI-Assisted On-Page Audits

◆ **Module 4: Technical SEO (with AI Support)**

- Site Architecture & Crawlability
- Sitemap.xml, Robots.txt Configuration
- HTTPS, Redirects, Pagination & Canonicals
- Schema Markup: JSON-LD, FAQ, Product, Video
- Tools: Screaming Frog, Google Search Console, Sitebulb
- Automating Technical Checks with AI Scripts

◆ **Module 5: Content-Driven SEO + Blogging**

- SEO Writing with AI (ChatGPT, Jasper, Frase)
- Creating Pillar + Cluster Content
- Optimizing Blogs for Readability & Rankability
- Embedding Videos, Infographics & Rich Media
- Updating Old Content for SEO Gains
- Content Calendar using AI Tools (Notion, Trello + ChatGPT)

◆ **Module 6: SEO 2.0 – LLM SEO, AEO & GEO**

Exclusive Skill Kshetra AI Module

- What is **LLM SEO**? (Optimizing for ChatGPT, SGE, Gemini, Perplexity)
- **AEO (Answer Engine Optimization)** Techniques
- Structured Content for Chat Interfaces & AI Bots
- **GEO (Generative Engine Optimization)** Frameworks
- Schema for AI Results (Q&A, How-to, Review)
- Tools: AlsoAsked, InLinks, Merkle, Prompt Engineering for SEO

◆ **Module 7: Off-Page SEO & Link Building**

- Link Building Basics & Strategies
- Guest Blogging, Broken Link Building, Skyscraper Method
- HARO, Brand Mentions & Digital PR
- Local Citations & Business Listings
- Backlink Audits & Disavow Files
- AI for Outreach Email Writing & Link Prospecting

◆ **Module 8: Local SEO (Hyderabad Focused)**

- Google Business Profile Optimization
- NAP Consistency & Local Listings
- Local Keyword Research & Content Creation
- Managing Reviews & Ratings
- Local Link Building (Events, Directories, Local News)
- Voice Search & Mobile SEO for Local Reach

◆ **Module 9: E-Commerce SEO (Optional Advanced Track)**

- Product Page SEO
- Collection/Category Page Optimization
- Reviews, Ratings & Structured Data
- Shopify/WooCommerce SEO Tactics
- E-commerce Keyword Research
- Crawl Budget & Faceted Navigation SEO

◆ **Module 10: SEO Tools Mastery**

- Google Search Console
- Google Analytics 4 (GA4)
- Ahrefs, SEMrush, Ubersuggest
- Screaming Frog SEO Spider
- SurferSEO, Frase, NeuronWriter
- ChatGPT/AI Integration in Workflow






◆ **Module 11: Reporting, Audits & Strategy Building**

- SEO Audits – Manual & AI-Based
- Monthly Reporting Templates with Google Looker Studio
- Client Presentation and SEO Strategy Pitches
- KPIs: Traffic, CTR, Bounce Rate, Conversions
- Real-Life SEO Case Studies (Local & National Brands)

Capstone Project & Certification

- Audit a Real Website + Optimization Plan
- Build a Content Strategy with AI Tools
- Run a Local SEO Campaign for Hyderabad Market
- Skill Kshetra SEO Certification
- Support for Freelancing & Job Interviews

✅ **Key Features of the SEO Training Course**

-  Live Project-Based Learning
-  AI-Powered Keyword & Content Tools
-  Freelancing and Job-Ready SEO Skills
-  Google & Skill Kshetra Certifications
-  Online + Classroom Training in Hyderabad