

● TECHFELIX ACADEMY

COMPLETE COURSE SYLLABUS

SEO Course in Mohali

On-Page · Technical · Off-Page · Local · Content & AI SEO

7

Modules

60+

Topics

4+

Live Projects

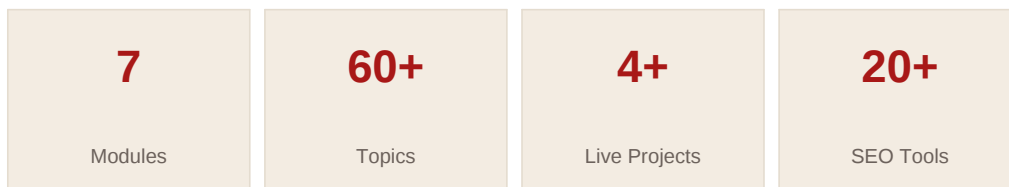
20+

SEO Tools

PROGRAM OVERVIEW

Become an SEO Expert Through Practical Training

This is the complete, topic-by-topic syllabus for TechFelix Academy's SEO Course in Mohali — every subject taught across the program, in the order it's delivered. Designed for students, professionals, freelancers, bloggers and business owners who want to rank real websites, not just study theory.

**COURSE AT A GLANCE**

Module 01 — Introduction to Search Engine Optimization

Module 03 — On-Page SEO

Module 05 — Off-Page SEO & Link Building

Module 07 — Content SEO & AI Optimization

Module 02 — Keyword Research & Competitor Analysis

Module 04 — Technical SEO

Module 06 — Local SEO

MODULE 01

Introduction to Search Engine Optimization

Understand how search engines work and why SEO is essential for online success.

WHAT YOU'LL LEARN

- What is SEO?
- How Google Search works
- Organic vs. paid search
- Search engine crawling, indexing & ranking
- White hat vs. black hat SEO
- Understanding search intent
- Google ranking factors
- Latest Google algorithm updates
- AI in search & SEO trends

TOOLS

Google Search Console

PRACTICAL ACTIVITY

Analyse the SEO performance of popular websites and identify what helps them rank.

MODULE 02

Keyword Research & Competitor Analysis

Identify the terms your audience is searching for and create content that matches their intent.

WHAT YOU'LL LEARN

- Finding high-intent keywords
- Short-tail vs. long-tail keywords
- Search volume & keyword difficulty
- Commercial vs. informational keywords
- Competitor keyword analysis
- Content gap analysis
- Keyword mapping
- AI-assisted keyword research

TOOLS

Google Keyword Planner,
Google Trends, Ahrefs,
SEMrush, Ubersuggest

PRACTICAL ACTIVITY

**Build a complete keyword
strategy for a real business
website.**

MODULE 03

On-Page SEO

Optimise individual web pages so they rank higher and read better for users.

WHAT YOU'LL LEARN

- SEO-friendly URL structure
- Title tags & meta descriptions
- Heading structure (H1–H6)
- Content optimisation
- Keyword placement
- Image SEO
- Internal linking strategy
- External linking best practices
- Anchor text optimisation
- Featured snippet optimisation
- AI Overview optimisation
- EEAT content principles

TOOLS

Yoast SEO, Rank Math

PRACTICAL ACTIVITY

Optimise a complete service page and blog post for better search visibility.

MODULE 04

Technical SEO

Make sure your website is easy for search engines to crawl, index and understand.

WHAT YOU'LL LEARN

- Website crawling & indexing
- XML sitemap creation
- Robots.txt
- Canonical tags
- Core Web Vitals
- Page speed optimisation
- Mobile SEO
- HTTPS & website security
- Redirects (301 & 302)
- Broken link fixes
- Duplicate content issues
- Structured data basics

TOOLS

Google Search Console,
Screaming Frog SEO Spider,
PageSpeed Insights, GTmetrix

PRACTICAL ACTIVITY

**Perform a technical SEO
audit on a live website and
identify improvement
opportunities.**

MODULE 05

Off-Page SEO & Link Building

Improve website authority and trust through ethical, quality backlinks.

WHAT YOU'LL LEARN

- Introduction to off-page SEO
- Backlink fundamentals
- Link building strategies
- Guest posting
- Digital PR basics
- Business directory submission
- Social bookmarking
- Profile creation
- Local citations
- Brand mentions
- Toxic link analysis
- Link monitoring

TOOLS

Ahrefs, SEMrush

PRACTICAL ACTIVITY

Create an off-page SEO strategy and build quality backlinks for a project website.

MODULE 06

Local SEO

Help businesses appear in location-based searches and Google Maps.

WHAT YOU'LL LEARN

- Google Business Profile optimisation
- Local keyword research
- NAP consistency
- Local citations
- Customer reviews strategy
- Local landing pages
- Google Maps optimisation
- Hyperlocal SEO techniques

TOOLS

Google Business Profile

PRACTICAL ACTIVITY

Optimise a local business listing to improve visibility in local search results.

MODULE 07

Content SEO & AI Optimization

Create content that satisfies users, search intent, and AI-powered search experiences.

WHAT YOU'LL LEARN

- Content planning
- Search intent mapping
- Topic clusters
- Pillar pages
- SEO copywriting
- AI-assisted content creation
- Content refresh strategies
- EEAT optimisation
- AEO (Answer Engine Optimization)
- GEO (Generative Engine Optimization)
- AI Overview optimisation

TOOLS

ChatGPT, Gemini, Claude

PRACTICAL ACTIVITY

Develop an SEO content plan and optimise an article for higher search visibility.

TOOLKIT

Tools You'll Work With

Hands-on experience with the same software agencies and in-house teams use every day.

Google Search Console	Google Analytics 4	Google Keyword Planner	Google Trends
Google Business Profile	Ahrefs	SEMrush	Ubersuggest
Screaming Frog SEO Spider	Moz	GTmetrix	Rank Math SEO
Yoast SEO	Schema Markup Generator	ChatGPT	Gemini
Claude			

CAREER OUTCOMES

Graduates move into roles such as SEO Executive, SEO Analyst, Technical SEO Specialist, Local SEO Expert, Content SEO Specialist, E-commerce SEO Executive, and Freelance SEO Expert.

SEO Executive	SEO Analyst
Technical SEO Specialist	Local SEO Expert
Content SEO Specialist	E-commerce SEO Executive
SEO Consultant	Freelance SEO Expert

PORTFOLIO

Live Projects You'll Complete

Website SEO Audit	Full technical, on-page and content audit on a live site with prioritised fixes.
Keyword Strategy Project	Complete keyword research and mapping for a real business website.
Local SEO Project	Google Business Profile optimisation for local search & Maps visibility.
Content SEO Project	SEO content plan and optimised article for search and AI Overviews.

WHO THIS COURSE IS FOR

Students & fresh graduates

Working professionals

Entrepreneurs & business owners

Freelancers

Bloggers

E-commerce store owners

Website developers

Content writers

Ready to start?

Book a free demo class or talk to our counsellor to plan your batch.

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