Marketing Habs

Complete SEO Mastery Course

Curriculum & Syllabus — with Practical Website Building

Duration: 14 weeks
42 classes total
Format: 3 classes/week
Instructor: Adeel Ahmad

A complete, practice-first SEO course. Students first build a real WordPress site and a Shopify store, then apply every SEO discipline — technical, on-page, off-page, local, content, and analytics — directly on those live sites.

Weekly Curriculum & Syllabus

Week 1 — SEO & Search Foundations

- **Class 1:** What is SEO, how search engines crawl/index/rank
- **Class 2:** Google algorithm basics, SERP features, ranking factors overview
- **Class 3:** SEO career paths, tools overview (GSC, GA4, Ahrefs/Semrush, Screaming Frog)

Week 2 — Practical Website Building: WordPress

- **Class 1:** Domain, hosting, WordPress installation
- **Class 2:** Themes, page builders (Elementor), core pages (Home/About/Services/Contact)
- **Class 3:** Plugins, menus, basic site structure, go-live checklist

Week 3 — Practical Website Building: Shopify

- **Class 1:** Store setup, theme selection, branding
- **Class 2:** Adding products, collections, payment/shipping setup
- **Class 3:** Store pages (policies, About), navigation, launch checklist

Week 4 — Keyword Research

- **Class 1:** Search intent, keyword types (short-tail, long-tail, LSI)
- **Class 2:** Keyword research tools & process (Google Keyword Planner, Ahrefs, Ubersuggest)
- **Class 3:** Competitor keyword analysis, building a keyword map for the student's site

Week 5 — On-Page SEO I

- **Class 1:** Title tags, meta descriptions, header structure
- **Class 2:** URL structure, internal linking, content optimization
- **Class 3:** Image SEO (alt text, compression); hands-on: optimize WordPress site pages

Week 6 — On-Page SEO II

- **Class 1:** Content quality, E-E-A-T, readability
- **Class 2:** Schema markup / structured data basics
- **Class 3:** Hands-on: optimize Shopify product & collection pages

Week 7 — Technical SEO I

- **Class 1:** Site architecture, crawlability, XML sitemaps, robots.txt
- **Class 2:** Core Web Vitals, page speed optimization
- **Class 3:** Mobile-first indexing, HTTPS, canonical tags

Week 8 — Technical SEO II

- **Class 1:** Google Search Console — setup, coverage reports, indexing issues
- **Class 2:** Fixing crawl errors, redirects (301/302), duplicate content
- **Class 3:** Technical SEO audit — hands-on audit of student's own WordPress/ Shopify site

Week 9 — Off-Page SEO & Link Building

- **Class 1:** Backlinks fundamentals, domain authority, link types
- **Class 2:** Link building strategies (guest posting, outreach, directories)
- **Class 3:** Local citations, social signals, competitor backlink analysis

Week 10 — Local SEO

- **Class 1:** Google Business Profile setup & optimization
- **Class 2:** Local citations, NAP consistency, local link building
- **Class 3:** Reviews management, local ranking factors, hands-on GBP setup

Week 11 — Content Strategy for SEO

- **Class 1:** Content planning, topic clusters, content calendars
- **Class 2:** Writing SEO-optimized blog content (practical writing session)
- **Class 3:** Content promotion & repurposing

Week 12 — E-Commerce SEO (Shopify-Specific)

- **Class 1:** Shopify SEO settings, product page SEO at scale
- **Class 2:** Collection page SEO, Shopify app-based SEO tools
- **Class 3:** Shopify site speed & technical SEO nuances

Week 13 — Analytics, Reporting & AI Search

- **Class 1:** Google Analytics 4 setup and key reports
- **Class 2:** Rank tracking, SEO reporting for clients
- **Class 3:** Optimizing for AI search / LLM answers (AEO/GEO basics)

Week 14 — Final Project & Freelancing

- **Class 1:** Full SEO audit project — student presents plan for their site
- **Class 2:** Client acquisition, pricing, proposals for SEO freelancers
- **Class 3:** Final project review, certification, Q&A

Notes

Ends with a hands-on final SEO audit project and certification. Includes light WordPress/ Shopify site building as the practice foundation — students wanting to go deeper into web design specifically can follow up with the standalone Shopify or WordPress courses.