

Become an SEO Expert

Learn to rank websites on Google, drive organic traffic, and work as a job-ready SEO specialist.

Duration: 2 months

Certificate: NUEXUS SEO completion certificate

Format: Online or onsite, 1-on-1 or batch

NUEXUS certificate on completion

OVERVIEW

Become an SEO Expert is a hands-on, two-month training that takes you from search fundamentals to running real optimization campaigns. You learn how search engines crawl, index and rank pages, then apply keyword research, on-page and technical SEO, link building, and analytics to actual websites. Every module is project based and mentor led by working practitioners, so you finish with a portfolio of audits and optimizations rather than just theory. It is designed to make you employable as an SEO specialist or to grow traffic for your own business or clients.

SKILLS YOU WILL GAIN

Keyword Research

On-Page SEO

Technical SEO

Link Building

Content Strategy

Google Analytics

Google Search Console

Local SEO

SEO Audits

Reporting

WHAT YOU WILL BE ABLE TO DO

- Run full keyword research and map keywords to pages by search intent
- Optimize on-page elements including titles, meta descriptions, headings, content and internal links
- Perform a technical SEO audit covering crawling, indexing, site speed, mobile and structured data
- Plan and execute an ethical link building and off-page strategy
- Set up and read Google Search Console and Google Analytics 4 to measure organic performance
- Build and present a complete SEO strategy and audit report for a real website

WHO IT IS FOR

- Beginners who want to enter digital marketing through a high-demand, measurable skill
- Business owners and freelancers who want to grow their own or clients' organic traffic
- Content writers, bloggers and marketers who want their pages to actually rank
- Web developers and designers who want to build search-friendly sites
- Anyone aiming for an entry-level SEO specialist or digital marketing executive role

PREREQUISITES

- No SEO experience required, this course is beginner friendly
- Comfortable using a computer, a web browser and basic spreadsheets
- Reasonable working English, since most SEO tools and search data are in English
- A laptop with a stable internet connection for the labs and live tools

WHAT'S INCLUDED

- Mentor-led live sessions, online or onsite, in batch or 1-on-1
- Hands-on labs and real-world projects, not slides alone
- Recordings of your own sessions to revisit anytime
- Exam-aligned study material and practice questions
- Doubt-clearing and revision support through the program
- A verifiable NUEXUS completion certificate
- Career and next-step guidance after you finish

1 SEO Foundations and How Search Works

How search engines crawl, index and rank pages

SERP anatomy: organic results, featured snippets, ads and local packs

Core Google ranking factors and the role of relevance, authority and experience

Understanding search intent: informational, navigational, commercial, transactional

White hat versus black hat SEO and Google's spam policies

2 Keyword Research and Search Intent

Seed keywords, long-tail keywords and keyword difficulty

Using tools like Google Keyword Planner, Ahrefs, Semrush and Ubersuggest

Analyzing search volume, competition and business value

Mapping keywords to pages and matching them to intent

Building a keyword strategy and content gap analysis

3 On-Page SEO

Title tags, meta descriptions and URL structure

Heading hierarchy and content optimization for topics and keywords

Internal linking and anchor text strategy

Image SEO, alt text and media optimization

Improving readability, dwell time and page relevance

4 Technical SEO

Robots.txt, XML sitemaps and crawl budget

Indexing control, canonical tags and handling duplicate content

Core Web Vitals, page speed and mobile-first indexing

HTTPS, site architecture and crawl-friendly navigation

Diagnosing and fixing crawl errors, redirects and broken links

5 Content SEO and Optimization

Planning content clusters and pillar pages around topics

Writing search-optimized content that satisfies intent

On-page optimization of new and existing content

E-E-A-T: experience, expertise, authoritativeness and trust

Refreshing and updating content to recover and grow rankings

6 Structured Data and Rich Results

Introduction to schema markup and JSON-LD

Common schema types: Article, Product, FAQ, LocalBusiness, Review

Implementing and testing structured data with the Rich Results Test

Earning rich snippets and improving click-through rate

Optimizing for featured snippets and People Also Ask

7 Off-Page SEO and Link Building

Why backlinks matter and how link authority works

Evaluating link quality, relevance and toxic links

Ethical link building: guest posting, digital PR, outreach and broken link building

Anchor text, link profiles and avoiding penalties

Brand mentions, citations and off-page signals

8 Local SEO

Google Business Profile setup and optimization

Local keywords, NAP consistency and citations

Reviews, ratings and local ranking factors

Local pack and map optimization

SEO for multi-location and service-area businesses

9 SEO Analytics, Tools and Reporting

Setting up and using Google Search Console

Tracking organic traffic and conversions in Google Analytics 4

Rank tracking and monitoring keyword positions

Building a full SEO audit and reporting to clients or stakeholders

Interpreting Google algorithm updates and adjusting strategy

10 Capstone: Real Website SEO Project

Auditing a live website end to end

Producing a prioritized action plan and keyword strategy

Implementing on-page and technical fixes

Measuring results in Search Console and Analytics

Presenting a professional SEO strategy and report

CAREER OUTCOMES

SEO Specialist

SEO Executive

Digital Marketer

Content Strategist

Freelance SEO Consultant

CERTIFICATION

On completing the course and the capstone project, you earn the NUEXUS SEO completion certificate, awarded based on your participation and assessed project work rather than a single timed exam. It verifies the practical SEO skills you demonstrated. This course also builds a strong foundation for industry credentials like the Google Analytics and Semrush or HubSpot SEO certifications, though we make no guarantee of passing any external exam or of employment.