

LEARNING

# BLACKBOX



# COMPLETE **SEO** MASTERY



• 2 months

**NEXT-GEN AI-POWERED**

Blackbox Learning is a next generation tech academy in Kerala, building future ready professionals in AI, Development, and Digital Growth.

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[www.blackboxlearning.in](http://www.blackboxlearning.in)



## COURSE INTRODUCTION

Complete SEO Mastery is a beginner-to-advanced program where you learn to rank websites on Google and other search engines. You will master On-Page SEO, Off-Page SEO, Technical SEO, Local SEO, Business Listings, and AI-Powered Search Optimization. Through hands-on projects, real-world audits, and live implementation, you become job-ready, freelance-ready, and capable of growing any business online using SEO

### MODULE 1 - UNDERSTANDING SEARCH & SEARCH ENGINES

- Different Search Engines
- Lexical Search Engines and Keyword-Based Rules
- 4 Indexing Systems of Google
- Evolution of Google as a Semantic Search Engine
- How NLP Changed the Search Landscape
- Evolution of AI Search Engines
- Introduction to Large Language Models (LLMs)
- Different Types of AI Search Engines
- How AI Search Works
- Introduction to Vector Search
- Introduction to Relevance Engineering (The Future of SEO)

### MODULE 2 - CONTENT OVERVIEW & FUNDAMENTALS

- Why Content is Important in SEO
- Types of Content in SEO
- Why Content Matters in AI Search

### MODULE 3 - GOOGLE MY BUSINESS & LOCAL SEO

- Google Business Profile Listing
- Optimisation Strategies
- Local Ranking Factors



## MODULE 4 - SEO BASICS

- What is SEO (Search Engine Optimization)?
- Benefits of Search Engine Optimisation
- What is Google Crawler / Spider / Robot?
- How Google Search Works
- Traditional Search vs. Modern Search
- Google Algorithms and the Evolution of Search
- Entity Attributes Values (EAV) - Overview
- Semantic Search Engine - Overview
- Discover, Crawling, Indexing, Ranking

## MODULE 5 - UNDERSTANDING SERP (SEARCH ENGINE RESULTS PAGE)

- Organic Search Results
- Paid Results
- Local Pack
- AI Overview and AI Mode
- Featured Snippet
- People Also Ask
- People Also Searched For

## MODULE 6 - BASIC ON-PAGE SEO

### KEYWORDS

- What is a Keyword
- Different Types of Keywords
- Primary Keyword
- Secondary Keyword
- Seed Keyword
- Short-Tail Keyword
- Long-Tail Keyword
- Local Keyword
- Branded Keyword
- Keyword Density, Dominance & Frequency



## KEYWORD RESEARCH

- Basic Keyword Research - Free Methods
- Using Paid Tools for Keyword Research
- Long-Tail Keyword Research
- Local Keyword Research

## ON-PAGE ELEMENTS

- SEO Title
- Meta Description
- Image Alt Text
- Internal Links
- Outbound Links - Types
- Incoming Links
- On-Page SEO Optimisation
- Featured Snippet Optimisation
- Sitelinks

## MODULE 7 - TECHNICAL SEO

### URLS & CRAWLABILITY

- What is a URL
- Static URL vs. Dynamic URL
- Canonical URL
- Heading Tags

### SITE STRUCTURE & FILES

- Internal Linking
- XML Sitemap and HTML Sitemap
- Robots.txt - What It Is and How to Set It Up
- humans.txt - What It Is and Why It Matters
- llms.txt - The Emerging Standard for AI Crawlers
- Markdown (.md) Files and Their Role in AI-Friendly Content
- No-Index Meta Tag



## ISSUES & FIXES

- Broken Links - How to Find and Fix
- Redirection in SEO - Types and How to Implement
- Redirect Chains - What They Are and How to Resolve
- Keyword Cannibalisation - How to Identify and Fix
- Orphan Pages
- Duplicate Content

## USER BEHAVIOUR SIGNALS

- Dwell Time
- Bounce Rate
- Pogo Sticking

## ADVANCED TECHNICAL ELEMENTS

- Breadcrumbs in SEO
- Schema Markup

## MODULE 8 - SEO PRACTICES IN THE INDUSTRY

- White Hat SEO
- Black Hat SEO
- Grey Hat SEO

## MODULE 9 - ANALYTICS & SEARCH CONSOLE

- Google Search Console
- Google Tag Manager & Google Analytics
- Ahrefs Webmaster Tool
- Bing Webmaster Tool



## **MODULE 10 - ADVANCED CONTENT STRATEGIES**

- EAV Triples in Content
- Audience Research
- Advanced Topic Research
- Writing a Content Brief
- Anatomy of a Blog Post
- Structuring a Blog
- Writing Blog Content
- Writing Service Pages
- Optimising Home Pages
- Optimising Service Pages
- Product-Led Content
- Content-Led Product

## **MODULE 11 - ADVANCED HOME PAGE CONTENT AUDIT STRATEGY**

- How to Audit the Website Home Page Manually
- How to Create a Better Converting Home Page
- How to Make Your Home Page Relevant for AI Search

## **MODULE 12 - COPYWRITING FOR SEO**

- Basics of Copywriting
- How to Write Better Copies for Websites and SEO
- Practical Steps and Exercises

## **MODULE 13 - SOCIAL MEDIA FOR SEO**

- How to Leverage Experts via Social Media
- Branding for SEO
- Social Media Organic Content Strategy



## MODULE 14 - ADVANCED SEO & CONTENT TOPICS

### E-E-A-T

- What is E-E-A-T
- Practical Steps to Demonstrate E-E-A-T on Your Website

### SEARCH INTENT

- Understanding Search Intent
- Query Retrieval and Intent Retrieval
- Relevance of a Webpage
- Quality of a Webpage
- Information Gain

### CONTENT STRUCTURE & EXPERIENCE

- Information Architecture
- Content Experience
- Content Differentiation
- Writing for People Also Ask (PAA)
- Writing for Featured Snippets
- Writing for Buyer Persona

### AUDIENCE & AUTHORITY

- Audience Segmentation
- Topical Authority - Overview
- Different Types of Content Hubs and Their Uses
- How to Create Different Content Hubs for Websites
- How to Make Your Website a Brand

### ADVANCED RANKING

- Advanced Ranking Factors of Google
- Vector Search



## MODULE 15 - ENTITY SEO

- What is Entity SEO
- Entity-First Indexing
- EAV Triples
- Information Retrieval & Information Extraction
- Knowledge Graph
- Knowledge Panel
- Entity SEO Practices

## MODULE 16 - SEMANTIC SEO

- Understanding Semantic Search
- Taxonomy
- Ontology
- How Things Are Connected on the Internet
- Knowledge Domains
- Topical Maps - What They Are
- How to Create a Topical Map
- Semantic Content Network
- Topical Authority
- Brand Authority
- Information Gain Score

## MODULE 17 - OFF-PAGE SEO & DIGITAL PR

- Backlink Building Techniques
- Getting High-Quality Backlinks via Content
- Outreach Strategies
- Digital PR



## MODULE 18 - LLM OPTIMISATION (AI SEARCH OPTIMIZATION)

- How Large Language Models Work
- RAG (Retrieval-Augmented Generation) and RIG
- How to Optimise Your Content for LLMs
- Writing for AI Search - Practical Guidance
- Structuring Content for AI Overviews

## MODULE 19 - ADVANCED SEO STRATEGIES


- Product-Led SEO
- They Ask, You Answer Framework for Blogging
- How to Build Trust for Your Website
- CRO (Conversion Rate Optimisation)

## MODULE 20 - BUYER PERSONA SEO

- What is Buyer Persona SEO
- Step-by-Step Guidance for Implementing Buyer Persona SEO on Your Website



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