



SEO & SEM

TECHNICAL . ON-PAGE . OFF-PAGE
GOOGLE ADS . KEYWORDS .
SEARCH CONSOLE . REPORTING

DURATION

50 Hours

LEVEL

**Beginner to
Advanced**

MODULES

8

MODE

**Classroom ·
Online · Hybrid**

01 COURSE OVERVIEW

A search course covering organic optimisation and paid search as one discipline. Organic and paid are taught together because they share the same keyword research and landing pages. The course covers crawling, indexing, schema and content structure alongside campaign structure, quality score and bid strategy.

Learners audit a live site and build a paid campaign against the same keyword set.

WHO IT IS FOR

Marketing executives

Website owners and developers

Content writers

Freelancers offering search services

PREREQUISITES

Basic internet and spreadsheet skills.

02 LEARNING OUTCOMES

01 Run keyword research with intent classification.

03 Optimise pages for topic and entity coverage.

05 Structure Google Ads accounts for relevance.

07 Report organic and paid performance together.

02 Fix crawl, index and site structure issues.

04 Build authority with a defensible link strategy.

06 Improve quality score and lower cost per click.

01 SEARCH FUNDAMENTALS

How crawling and indexing work

Intent types

Paid vs organic economics

SERP features

Ranking factors

02 KEYWORD RESEARCH

Seed terms

Intent mapping

Competitor gap analysis

Volume and difficulty

Clustering

TOOLS

KEYWORD PLANNER

SEMRUSH

AHREFS

03 TECHNICAL SEO

Robots and sitemaps

Status codes

Mobile usability

Log basics

Canonicals

Site speed

Schema markup

PRACTICAL

TECHNICAL AUDIT

04 ON-PAGE SEO

Title and meta

Internal linking

Media optimisation

Heading structure

Content depth

Cannibalisation

05 OFF-PAGE SEO

Link quality

Digital PR

Disavow

Outreach

Directories and citations

Brand signals

06 GOOGLE ADS STRUCTURE

Campaign types

Match types

Extensions

Ad groups

Ad copy and assets

Quality score

PRACTICAL

CAMPAIGN BUILD

07 BIDDING AND OPTIMISATION

Manual vs smart bidding

Budget pacing

Negatives

Target CPA and ROAS

Search term review

Experiments

08 MEASUREMENT

Search Console reports

GA4 landing page analysis

Looker Studio reporting

Rank tracking

Conversion tracking

PROJECT

COMBINED SEARCH AUDIT AND CAMPAIGN

04 ASSESSMENT & CERTIFICATION

Module assignments and labs

25%

Mini projects

20%

Internal assessments

15%

Final project and review

40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

SEO SPECIALIST

SEM EXECUTIVE

GOOGLE ADS SPECIALIST

SEARCH MARKETING ANALYST

FREELANCE SEO CONSULTANT

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