

# AI SEO Course (Beginner to Advanced)

---

## Module 1: Introduction to SEO & AI in Search

- What is SEO and how search engines work
- Types of SEO (On-Page, Off-Page, Technical, Local, Mobile)
- Google Ranking Factors (E-E-A-T, Helpful Content)
- How AI is changing search (Search Generative Experience & AI Overviews)
- Difference between Traditional SEO vs AI SEO
- SEO goals, KPIs, and workflow

## Module 2: Keyword Research using AI

- Understanding user intent
- Building topical authority through keyword clustering
- Finding keyword gaps with AI
- Long-tail keyword discovery
- Keyword mapping (Page-wise strategy)
- **AI Tools Used:** ChatGPT, Gemini, Keywords Everywhere, LowFruits, SEMrush, Ahrefs, WriterZen, AlsoAsked

## Module 3: AI-Powered On-Page SEO

- Content guidelines for better ranking
- Creating content outlines using AI
- Writing SEO-friendly blogs with AI prompts
- NLP keywords / Semantic SEO / LSI
- Optimizing Title, Meta Description, H1-H6, Keyword placement
- Internal linking strategy using AI
- **Tools Used:** SurferSEO, NeuronWriter, ChatGPT, Frase, SEO Meta Tools

## Module 4: AI Content Creation & Optimization

- AI prompts for content writing
- Writing blogs, product descriptions, service pages, FAQs using AI
- Avoiding AI-generated content penalties (Humanizing content)
- Creating content workflows (Blog → Social → Shorts → Carousel)
- Content editing, plagiarism checks, readability improvement
- **Tools Used:** ChatGPT, Grammarly, Quillbot, Originality.ai, Hemingway

## Module 5: Technical SEO with AI Assistance

- Website audit checklist
- Page speed improvement (Core Web Vitals)
- Indexing, crawling, sitemaps, robots.txt
- Schema / Structured Data (AI-generated Schema)
- Website security + HTTPS
- **Tools Used:** Screaming Frog, Ahrefs Audit, Search Console, GTMetrix, PageSpeed Insights, Schema.dev

## Module 6: AI for Off-Page SEO & Automation

- Link building strategies
- Creating outreach emails with AI
- HARO / Digital PR / Guest posting
- Competitor backlink analysis
- AI-based off-page automation
- **Tools Used:** Ahrefs, SEMrush, Hunter.io, BuzzSumo

## **Module 7: Local SEO + Google Business Profile**

- Local keyword targeting
- GBP optimization
- Generating local citations with AI
- Local review strategy
- **Tools Used:** GBP Tools, BrightLocal, ChatGPT

## **Module 8: YouTube + Voice + Visual Search SEO**

- YouTube SEO basics
- AI script writing for YouTube
- Optimizing for Voice Search (Alexa, Google Assistant)
- Image SEO & Multimodal search future

## **Module 9: AI SEO Automation & Workflows**

- Building repeatable SEO systems
- SEO Content calendar automation
- AI Chatbots & automation for blogs
- Zapier + ChatGPT workflows for productivity

## **Module 10: Google Search Console + Analytics**

- GSC setup, reports, analytics, coverage & enhancement
- Finding ranking opportunities using Search Console
- GA4 performance tracking and conversions

## Module 11: SGE / Future of Search (Advanced AI SEO)

- SGE optimization framework
- Zero-click search domination
- Topical authority building with AI
- Entity SEO
- Brand + Reputation signals

## Module 12: Freelancing, Portfolio & Earning Path

- How to build SEO portfolio
- How to charge clients (India & US roadmap)
- Proposal, reporting & invoicing templates
- Fiverr, Upwork, LinkedIn client strategy

## Module 13: Role of Each AI Tool in SEO

AI Tool	Core Strength	Best Use in SEO
<b>ChatGPT</b>	Content Creation & Automation	Blogs, Meta Tags, Schema, Internal Links
<b>Gemini</b>	Deep Reasoning + Google Data Alignment	Topic Clusters, SGE Optimization, YouTube SEO
<b>Perplexity</b>	Real-time Search & Fact Accuracy	Research, Competitor Insights, Keyword Ideas
<b>Claude</b>	Long-form Content, High-quality Writing	Human-like Blogs, Content Editing, E-E-A-T Expansion

## Topic 1: Introduction to AI Chatbots in SEO

- How AI chatbots reduce SEO workload by 60–80%
- Which tool to use for which SEO task

## **Topic 2: ChatGPT for SEO**

### **Practical Skills**

- Blog outlines, blog writing, NLP content expansion
- Meta Title, Description, FAQs, CTA generation
- Internal link structure + SILO planning
- JSON-LD Schema generation (Article, FAQ, Product, LocalBusiness)
- AI Outreach for backlinks (HARO, Guest Post mails)
- 30–90 day Content Calendar creation

### **Best Use-Case Examples**

- 2000-word blog in 1 structured prompt
- Competitor gap content
- Technical SEO fixes using prompts

## **Topic 3: Gemini for SEO**

### **Practical Skills**

- Topic clusters, search intent grouping, content gaps
- YouTube titles, hooks, scripts
- Page-level audit using Gemini Notes
- Google-aligned SGE optimization strategy
- Structured research for large topics

### **Best Use-Case Examples**

- Topical Authority Plan
- 10X content brief for writers

- Page audit summary in bullet points

## **Topic 4: Perplexity for SEO**

### **Practical Skills**

- Real-time data-backed research (with citations)
- Competitor breakdown from SERP
- Discovering long-tail keywords, PAA questions, stats
- Local + niche-based research
- Fact-checking AI content

### **Best Use-Case Examples**

- Competitor → summary → difference plan
- Stats + reference research for blogs
- Quick niche research report

## **Topic 5: Claude for SEO (NEWLY ADDED)**

### **Practical Skills**

- Long-form human-style content writing
- Deep rewriting for tone, clarity & E-E-A-T enhancement
- Content expansion (1500 → 3500 words) without fluff
- Humanizing AI content to avoid AI-footprint
- Creative scripts, storytelling & brand content

### **Best Use-Case Examples**

- Highly natural blog rewriting

- E-E-A-T enriched medical/legal content draft
- Brand tone personalized writing

## **Topic 6: Prompt Engineering for SEO**

Students learn:

- Prompt frameworks for repeat results
- Prompt chaining (Research → Outline → Write → Optimize → Humanize)
- 25+ ready workflows for:
  1. Keyword Research
  2. Blog Outline
  3. Blog Writing
  4. Meta Tags
  5. Schema
  6. Content Audit
  7. Backlink Outreach
  8. Local SEO GBP posts
  9. Competitor Comparison
  10. Topical Authority Mapping