

Expert-led SEO Mentorship

Take your journey to the NEXT LEVEL with
AI-driven strategies and insights to become
a Top 1% SEO Specialist!



Why Learn **SEO**?

In today's search-driven world, businesses rely on SEO to rank higher, attract organic traffic, and stay competitive online.

This is where SEO specialists come in—optimizing websites, content, and strategies to improve visibility and drive long-term growth.

With AI-powered search algorithms and voice search on the rise, mastering SEO means staying ahead in a constantly evolving industry.

As an SEO specialist, you'll be in high demand, working with startups, agencies, and global brands to boost rankings, traffic, and conversions.

Are you ready to master one of the most in-demand and future-proof skills in digital marketing?

93%

of online experiences begin with a search engine

\$170 Billion

is what the SEO industry is expected to reach by 2028

10x

more traffic to e-commerce sites than social media

TOP COMPANIES HIRING IN THIS INDUSTRY

paytm

Disney + hotstar

zomato

Razorpay

Google

prime video

Performics

zepto

SWIGGY

How does this Program work?

An **1-Month Mentorship Program** focused on mastering the art of search engine optimization. Learn from experts and unlock the skills to boost your website's rankings and drive traffic. Perfect for advancing your career or growing your business with proven SEO strategies!



1- Month
Duration

20+
Learning Hours

5-6 Hours
Weekly Commitment

NO
Pre-requisite

5-10
Batch Size

You can learn SEO from anywhere.
**But if you want to become the best, there is no better place
than *Next Level School*.**

With an unmatched level of expertise, guidance, and AI-enhanced resources, Next Level School's Expert-led SEO Mentorship is designed to empower you in taking your to the Next Level.



Who is this Program for?



Marketing Professionals Seeking Career Growth

This course is ideal for marketers looking to boost their career, outshine competitors, and master the ever-changing digital world.



Small Business Owners & Entrepreneurs

This course empowers small business owners and entrepreneurs to expand their reach, enhance brand visibility, and drive leads through digital marketing.



College Students

This course helps students launch their careers by covering essential and advanced digital marketing skills needed in this booming industry.



Career Switchers

This course is ideal for career switchers ready to explore digital marketing. It equips you with skills for a smooth industry transition.



What will You learn?

Week 1

🔍 **SEO Fundamentals & Keyword Research**

- SEO: Definition & Importance
- How Search Engines & SERPs Work
- SERP Features
- White Hat vs. Black Hat vs. Gray Hat SEO
- Keywords: Types & Search Intent
- LSI Keywords
- Keyword Research & Tools
- Search Volume & Competition Analysis
- Finding Long-Tail Keywords
- Reverse Keyword Research

Week 2

🔍 **On-Page SEO & Content Optimization**

- On-Page SEO & Its Importance
- Optimizing Meta Tags (Title, Description, Keywords)
- Using Headings & SEO-Friendly URLs
- Image SEO & Anchor Text
- Internal Linking & Website Structure
- Voice Search & Multi-Location SEO (Subdomain vs. Directory)
- Writing SEO-Friendly Content & Avoiding Keyword Overuse
- Google's Content Rules & Avoiding Plagiarism
- Improving Click-Through Rate (CTR) with Better Content
- On-Page SEO Checklist

Week 3

🔍 Technical SEO & Website Optimization

- Technical SEO & Its Importance
- XML & HTML Sitemaps
- Robots.txt & Canonical Tags
- Open Graph Tags & Twitter Cards
- HTTPS, Security & Custom 404 Pages
- Fixing Broken Links & Setting Up Redirects
- Website Speed, Mobile-Friendliness & Crawl Budget
- Breadcrumbs & SEO Chrome Extensions
- Schema Markup: Types, Creation & Validation
- Checking Schema with Rich Results Test

Week 4

🔍 Google Search Console & Off-Page SEO

- Setting Up & Using Google Search Console (GSC)
- Sitemap Submission & URL Inspection
- Tracking Performance (Keywords, CTR, Position)
- Fixing Technical Issues & Understanding Core Web Vitals
- Mobile Usability & Security Issues in GSC
- Introduction to Off-Page SEO & Backlinks
- Do-Follow vs. No-Follow Links & Link Building Best Practices
- Guest Posting, PR Submission & Business Listings
- Article & QnA Submissions for SEO
- Common Mistakes to Avoid in Off-Page SEO

Week 5

🔍 AI for SEO & Content Optimization

- Generating Blog Ideas & Topic Clusters
- Creating SEO-Friendly Content Outlines
- Writing Headlines & Optimizing Content
- Using AI for Outreach & Link Building
- Creating Schema Markup with AI

🔍 Local, E-Commerce & International SEO

- Setting Up & Optimizing Google My Business (GMB)
- NAP Consistency, Local Citations & Directories
- Local SEO Ranking Factors & Optimization Techniques
- Traditional SEO vs. E-Commerce SEO
- Optimizing Product Descriptions, Images & Reviews
- Schema Markup for Product Pages
- Introduction to International SEO
- Hreflang Tags & URL Structure for Global Sites
- Best Practices for International SEO

TOOLS YOU'LL MASTER



Keywords Everywhere



SEMRUSH



MOZ



SURFER

What Our Learners Say?



Rainbow Arts was something my mom and I started as a small hobby, but this course showed us how to turn it into a proper business. Learning about Facebook ads and Instagram marketing helped us scale beyond our neighborhood. Orders are now pouring in from all over the world!

Isha Saluja
Owner - Rainbow Arts



As the founder of Brorio Media, I always thought I needed a big budget to market my production company. This program taught me strategies like retargeting and SEO that fit my budget and delivered real results. I've gained two new clients in just a month!

Prakhar Bhatnagar
Founder - Brorio Media



The Expert-Led Paid Ads Mentorship program at Next Level School was a game-changer for my tutoring business. The hands-on guidance helped me master Meta and Google Ads, enabling me to reach more students effectively. Highly recommend it to anyone looking to scale their business through paid advertising!

Gurasis Kaur
Founder - Will&Way



Your Journey to *The Next Level* Starts Here



Fill out the
application
form



Application
review by
our team



Selected
candidates
receive an
email



**Next Level
School**

Got more questions for us?
Feel free to reach out to us at hi@nextlevelschool.io or
message us at **+91 9911550987**

APPLY NOW

