



SEO + AEO + GEO Mastery

Course Brochure

Skill Volume

Master Modern Search Marketing

Learn how to rank websites on Google, AI Search, ChatGPT, Perplexity, Gemini, and other AI-powered search platforms using practical, industry-relevant strategies.

Who Should Enroll?

- Students & Fresh Graduates
- Working Professionals
- Digital Marketers
- Freelancers
- Business Owners
- Content Creators
- Agency Owners

Course Overview

Mode: 100% Online

Access: Lifetime

Level: Beginner to Advanced

Learning Format: Self-Paced

Support: WhatsApp & Telegram Community

What You'll Learn

- Understand modern search engines
- Perform keyword and entity research
- Optimize websites for Google and AI Search
- Build topical authority
- Track SEO performance
- Create complete SEO strategies

Course Curriculum

Module 1: Search Foundations – SEO, AEO & GEO

- What is SEO, AEO & GEO?
- Google Search vs AI Search
- How Google Crawls & Indexes Websites
- Understanding Search Rankings

- AI Overviews Explained
- Google Search Console Setup
- Search Intent Fundamentals
- Understanding E-E-A-T
- Modern Search Ecosystem

Module 2: Keyword & Entity Research

- Search Intent
- Keyword Research
- Google Keyword Planner
- Ahrefs Walkthrough
- Long-tail Keywords
- Entity SEO
- Competitor Analysis
- Keyword Mapping
- Local SEO Research

Module 3: On-Page & Technical SEO

- Title Tags
- Meta Descriptions
- Header Structure
- Internal Linking
- Core Web Vitals
- Mobile SEO
- XML Sitemap
- Robots.txt
- Schema Markup
- Image SEO

Module 4: Content Systems & Topic Clusters

- Pillar Pages
- Topic Clusters
- Editorial Planning
- Content Calendar
- Content Brief Creation
- Internal Linking Strategy
- Content Repurposing

Module 5: Answer Engine Optimization (AEO)

- Introduction to AEO
- Featured Snippets
- Direct Answer Framework
- FAQ Schema
- People Also Ask
- Voice Search Optimization

Module 6: Generative Engine Optimization (GEO)

- Introduction to GEO

- AI Search Platforms
- Citation Optimization
- Brand Mentions
- AI Visibility Tracking
- IndexNow
- Bing Webmaster Tools

Module 7: Link Building & Authority

- Modern Link Building
- Backlink Analysis
- Guest Posting
- Broken Link Building
- Digital PR
- Outreach Strategies
- Toxic Backlinks

Module 8: Analytics, Tracking & Reporting

- Google Analytics 4
- Google Search Console
- Rank Tracking
- Looker Studio
- SEO Reporting
- ROI Measurement

Module 9: Capstone Project

- Website Audit
- Keyword Research
- Technical SEO
- Content Optimization
- AEO Implementation
- GEO Optimization
- Performance Reporting
- Portfolio Presentation

Course Highlights

- 100% Online Learning
- Lifetime Access
- Lifetime Course Updates
- Downloadable Resources
- Hands-on Assignments
- Real-World Case Studies
- Mentor Support
- WhatsApp Community
- Telegram Community

What You'll Receive After Completion

- Course Completion Certificate
- Internship Opportunity*

- Job Assistance*
- Resume Building Support
- LinkedIn Profile Optimization
- Interview Preparation Support
- Portfolio Building Guidance

*Internship opportunities and job assistance are provided based on learner performance, eligibility, and available opportunities.

Contact Skill Volume

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