

Master the Art of SEO – From Beginner to Pro!

SEO Course – One Month (Weekend Program)

Class Days: Saturdays & Sundays

Class Duration: 1-2 hours per session online

Format: Theory + Practicals (Hands-on activities every session)

**SPECIAL
OFFER**

Rp 999.000*



Whether you're a student, working professional, entrepreneur, or complete beginner, this weekend SEO course is designed for you. Learn how to rank websites on Google, drive organic traffic, and master practical tools like Google Analytics, Search Console, and more.

New batches start every weekend! Enroll now and get a free demo class. Boost your digital skills and unlock new career opportunities with hands-on training from industry experts.

Enroll now!

SEO Course



About Instructor Mr. Sufyan

With over 10 years of experience in SEO, SEM, and web development, Mr. Sufyan has helped businesses boost their online presence and rank high on Google. He's worked with clients across different industries and knows what actually works in the real world. He's not just a digital marketing expert — he's someone who loves sharing practical, hands-on knowledge. His teaching style is clear, simple, and focused on results. Whether you're starting from scratch or want to sharpen your skills, you're in good hands.



- Bachelor of Computer Science, VU Lahore, Pakistan
- Master of Management, Universitas Indonesia



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SEO Course Outline – One Month (Weekend Program)

Week 1: Introduction to SEO & Basics

Saturday: SEO Fundamentals

- What is SEO? How Search Engines Work
- Types of SEO: On-Page, Off-Page, Technical
- Understanding SERPs (Search Engine Results Pages)
- Key SEO Terms (Crawling, Indexing, Ranking, etc.)
- Introduction to SEO Tools (Google Search Console, Google Analytics)

Sunday: Keyword Research (Practical Focus)

- Importance of Keyword Research
 - Types of Keywords: Short-tail, Long-tail, LSI
 - Using Tools: Google Keyword Planner, Ubersuggest, Ahrefs (demo)
 - Hands-on: Finding Keywords for a Sample Niche
 - Homework: Research keywords for your own website or blog
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Week 2: On-Page SEO

Saturday: Content Optimization

- Optimizing Title Tags, Meta Descriptions, Header Tags
- URL Structure, Internal Linking
- Image Optimization (Alt Text, File Size)
- Creating SEO-friendly Content (E-E-A-T principles)

Sunday: Practical On-Page SEO

- Implementing On-Page SEO on a sample blog post or website
- Competitor Content Analysis
- Using Yoast/RankMath plugin (for WordPress)
- Homework: Optimize one of your own pages/posts

Week 3: Technical SEO & Off-Page SEO

Saturday: Technical SEO

- Site Speed, Mobile Responsiveness
- HTTPS, Robots.txt, XML Sitemap
- Structured Data & Schema Markup
- Crawlability and Indexing Issues

Sunday: Backlink Building (Off-Page SEO)

- What is Link Building?
 - Types of Backlinks (DoFollow vs NoFollow)
 - Strategies: Guest Posting, Directory Submission, Broken Link Building
 - Hands-on: Finding link opportunities and using outreach templates
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Week 4: Local SEO & SEO Audit

Saturday: Local SEO

- Setting Up & Optimizing Google My Business (GMB)
- Local Citations, NAP Consistency
- Getting Reviews & Local Link Building
- Practical: Create or optimize a GMB profile

Sunday: SEO Audit & Final Project

- Full Website SEO Audit (using Screaming Frog or other tools)
- Identifying Issues and Fixes
- Final Practical: Audit your own site or blog and present findings
- Q&A, Feedback, Career Guidance