

12. SEO Analyst Internship

15-Day SEO Analyst Internship Curriculum

- 1. Introduction to SEO (1 day)**
 - Understand the role of SEO in digital marketing.
 - Learn about search engine algorithms.
- 2. Keyword Research and Analysis (2 days)**
 - Explore tools like Google Keyword Planner.
 - Identify relevant keywords for a website.
- 3. On-Page Optimization (2 days)**
 - Learn about meta tags, headings, and content optimization.
 - Understand the importance of user experience.
- 4. Off-Page Optimization and Link Building (2 days)**
 - Study backlink strategies.
 - Explore guest posting and outreach.
- 5. Technical SEO Basics (2 days)**
 - Understand website structure, sitemaps, and robots.txt.
 - Learn about site speed optimization.
- 6. Google Analytics and Search Console (2 days)**
 - Set up tracking tools.
 - Analyze website performance.
- 7. Mini SEO Audits (4 days)**
 - Conduct basic website audits.
 - Identify areas for improvement.

30-Day SEO Analyst Internship Curriculum

- 8. Advanced On-Page Optimization (3 days)**
 - Explore schema markup and rich snippets.
 - Optimize images and internal linking.
- 9. Local SEO and Google My Business (3 days)**
 - Learn about local citations and reviews.
 - Set up and manage GMB profiles.
- 10. Advanced Technical SEO (3 days)**
 - Study canonical tags, redirects, and crawl budget.
 - Implement structured data.
- 11. Competitor Analysis (2 days)**
 - Analyze competitors' websites and strategies.

- Identify opportunities for improvement.

12. Final SEO Audit and Recommendations (7 days)

- Conduct a comprehensive website audit.
- Provide actionable recommendations.

45-Day SEO Analyst Internship Curriculum

13. Advanced Link Building Strategies (5 days)

- Explore outreach, broken link building, and influencer outreach.
- Monitor backlink profiles.

14. Mobile SEO and Voice Search Optimization (3 days)

- Optimize for mobile devices and voice assistants.
- Understand user intent.

15. E-commerce SEO (3 days)

- Study product pages, category optimization, and product schema.
- Implement SEO for online stores.

16. Final Comprehensive SEO Strategy (12 days)

- Develop a detailed SEO plan for a specific website.
- Present your findings and recommendations.