

Advanced SEO + E-commerce

Modern Digital Marketing · Real ecommerce stores · AI workflows

Course Modules

1. Modern SEO & Search Intelligence (Week 1)

Key Topics:

- Evolution of SEO (AI search, search behavior shift)
- How Google ranks (intent, entities, EEAT)
- Search intent mapping and funnel alignment
- Customer journey and SEO strategy
- Advanced keyword research (the thinking process)
- **Assignment:** Search intent map + 20-keyword plan with competitor analysis

2. Content Systems & On-Page SEO (Advanced) (Week 2)

Key Topics:

- Semantic SEO and keyword clustering
- Content architecture (pillar + cluster model)
- Internal linking strategy and authority flow
- Advanced on-page SEO (beyond meta tags)
- AI content strategy (scaling SEO content)
- **Assignment:** Build a content hub (1 pillar + 5 supporting + internal linking plan)

3. Technical SEO & Ecommerce SEO (Week 3)

Key Topics:

- Crawling and indexing (advanced GSC use)
- Sitemap, robots.txt, and index control
- Canonical tags and duplicate content
- Ecommerce SEO (category vs product strategy)
- Faceted navigation and SEO issues
- **Assignment:** Technical + ecommerce SEO audit with fix recommendations

4. Authority, Scaling & Real SEO Execution (Week 4)

Key Topics:

- Modern link building (digital PR strategy)
- Anchor text distribution and risk management
- Core Web Vitals and performance SEO
- SEO reporting, KPIs, and data analysis
- Real SEO strategy and freelancing
- **Final SEO Assignment:** Complete SEO strategy with keyword clusters, content roadmap, audit summary, backlink plan, KPI tracking

5. Ecommerce Fundamentals + Daraz (Week 5)

Key Topics:

- Ecommerce overview and business models
- Marketplace vs own store (Daraz vs Shopify)
- Daraz business model and ecosystem
- Daraz seller account setup
- Product hunting (winning product criteria)
- **Assignment:** Research 5 winning products (demand, competition, margins)

6. Daraz Advanced Selling (Week 6)

Key Topics:

- Product listing optimization (SEO for marketplace)
- Pricing strategy and competitor positioning
- Order management and logistics
- Customer handling and reviews strategy
- Daraz ads and promotions
- **Assignment:** Complete optimized product listing (title, description, keywords, pricing, visuals)

7. Dropshipping & Store Building (Week 7)

Key Topics:

- Dropshipping model (local vs international)
- Product research for dropshipping
- Shopify store setup basics
- Supplier hunting (AliExpress, local vendors)
- Order fulfillment workflow
- **Assignment:** Dropshipping store plan (niche, 3 products, supplier, structure)

8. Ads, Branding & Scaling (Week 8)

Key Topics:

- Facebook and TikTok ads strategy
- Ecommerce branding and trust building
- Conversion Rate Optimization (CRO) for ecommerce
- Scaling strategy and problem solving
- Final project + freelancing / business growth
- **Final Ecommerce Assignment:** Complete ecommerce plan (products, SEO, listings, ads, growth)