



SEO (Search Engine Optimization)

Rank a real website: keyword research, on-page work, technical fixes, local SEO for Lahore businesses, and the monthly report that keeps a client paying.

DURATION
2 months

MONTHLY FEE
Rs 6,000

FULL COURSE
Rs 12,000

CLASSES
Campus or live online

MONTH-BY-MONTH CURRICULUM

MONTH 01

Search Foundations & On-Page

Keyword research Search intent On-page optimization Content structure Google Search Console

MONTH 02

Technical, Local & Clients

Technical audit Site speed Local SEO and Google Business Profile Link building Client reporting

TOOLS COVERED

Google Search Console Google Analytics 4 Google Business Profile Screaming Frog Keyword tools

WHO THIS IS FOR

- Digital marketers
- Business owners
- Web developers
- Freelancers

EARNING PATHS

Freelance SEO consultant Local SEO for businesses
SEO executive Content and SEO strategist Agency SEO analyst

REAL PROJECTS

- Keyword map for a real site
- On-page audit
- Technical crawl report
- Google Business Profile setup
- 90-day SEO plan

FINAL PORTFOLIO OUTPUT

A full SEO audit and a 90-day ranking plan for a real website, plus the monthly report template you hand a client.

THE LAST 15 DAYS: CLIENT PHASE

Every InnoTech course ends with 15 days on finding paying clients: pricing your service, writing proposals, outreach to local and international clients and following up. Batches are capped at 15 students. Online students join live on Zoom or Google Meet and get the recording of every session. You receive the InnoTech Skills Institute certificate of completion at the campus once your final project is done. Fee is paid month by month; leave within 7 days of your first class and the course fee is refunded in full.