



Skills that **Pay.
Not Certificates
that Hang.**

**SEO TO AI SEARCH: THE COMPLETE
RANKING & GROWTH PROGRAM**





This program is ideal for:

- Marketing students
- Marketing professionals
- Agency Founders & Entrepreneurs
- Content creators & Bloggers
- Freelancers & Consultants



ABOUT US

Kubicus provides Case study-driven training built for the digital marketing world. **Our faculty brings 5 plus years of hands-on experience in SEO, content strategy, and AI search optimization, delivering practical knowledge.**

Every session is built around real websites and real business scenarios. We do not teach SEO the way textbooks explain it. We teach it the way agencies and companies actually do it.



We offer job-oriented learning built around current market requirements. Our goal is to upskill every candidate with the right tools, the right thinking, and the confidence to apply SEO on day one.



OUR MISSION

To provide Case study-driven focused SEO training that goes beyond traditional concepts, bridging the gap between what is taught and what the market actually requires. We aim to equip candidates with practical skills and real-world applications.

OUR VISION

To be a leading academy for digital marketing careers, creating highly skilled professionals ready for the demands of modern search. We strive to connect learning with industry needs through quality education, expert guidance, and hands-on exposure.

COURSE OUTLINE

SEO TO AI SEARCH : THE COMPLETE RANKING & GROWTH PROGRAM

MODULE 1:

INTRODUCTION TO SEO & SEARCH ECOSYSTEM

OUTCOMES:

SERP Analysis
Worksheet

What is SEO?: Understand what SEO is, how search has evolved, & the difference between organic and paid search.

SERP Components: Learn how Google search results are structured and where SEO opportunities exist.

Search Intent: Understand the 4 types of search intent, informational, commercial, transactional and navigational, and how to use them.

MODULE 2:

HOW SEARCH ENGINES WORK

OUTCOMES:

SERP Reverse
Engineering Template

Crawling, Indexing & Ranking: Learn how Google discovers, stores and ranks web pages.

Google Algorithms & PageRank: Understand how Google evaluates pages and what signals it uses to decide rankings.

E-E-A-T: Learn what Experience, Expertise, Authoritativeness and Trustworthiness mean and why they matter for ranking.

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MODULE 3:

KEYWORD RESEARCH & SERP STRATEGY

OUTCOMES:

Keywords Research &
Mapping Sheet

Keyword Types & Search Volume: Learn how to identify the right keywords, understand search volume and assess difficulty.

Intent Mapping & Keyword Clustering: Group keywords by intent and build a structured keyword map for any website.

Competitor Keyword Analysis: Learn how to find what your competitors are ranking for and use it to your advantage.

MODULE 4:

CONTENT STRATEGY & TOPIC CLUSTERS

OUTCOMES:

SEO Content
Strategy Template

Pillar Pages & Topic Clusters: Learn how to build topical authority through structured content planning.

Content Funnel: Plan content across the full funnel from awareness to conversion using a case study driven approach.

Content Gap Analysis: Identify what your website is missing versus what is already ranking in your niche.

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MODULE 5:

ON-PAGE SEO MASTERCLASS

OUTCOMES:

On-Page SEO
Checklist

Title Tags, Meta & Headers: Learn how to optimise every on-page element the right way

URL Structure & Internal Linking: Build a clean site structure that search engines can crawl and users can navigate.

Image Optimisation & Schema Basics: Learn how to optimise images and add structured data markup to pages.

MODULE 6:

SEO CONTENT WRITING

OUTCOMES:

SEO Optimized
Blog Article

SEO Copywriting & Content Depth: Learn how to write content that ranks, not just content that reads well.

Semantic Keywords & Featured Snippets: Understand how to use related terms and structure content for position zero.

AI-Assisted Writing: Learn how to use tools like ChatGPT the right way for SEO research and content planning.

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MODULE 7:

TECHNICAL SEO FUNDAMENTALS

OUTCOMES:

Technical SEO
Checklist

Website Architecture & Robots.txt:

Understand how site structure affects crawling and how to control what Google indexes.

XML Sitemaps & Canonical Tags: Learn how to guide search engines through your website correctly.

Indexation Issues & Duplicate Content:

Identify and fix the most common technical problems that hurt rankings.

MODULE 8:

TECHNICAL SEO ADVANCED

OUTCOMES:

Technical Audit
Report

Core Web Vitals & Page Speed: Learn how Google measures page experience and how to improve it.

Mobile SEO & Structured Data: Optimise for mobile-first indexing and add structured data to improve search visibility.

JavaScript SEO & International SEO:

Understand how JavaScript affects crawling and how to set up a site for multiple regions.

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MODULE 9:

OFF-PAGE SEO & AUTHORITY BUILDING

OUTCOMES:

Link Building
Outreach Template

Backlinks & Domain Authority:

Understand what makes a backlink valuable and how authority is built over time.

Link Building Strategies: Learn digital PR, guest posting and outreach methods used by agencies on real clients.

Local SEO & Google Business: Optimise for local search and manage a Google Business Profile effectively.

MODULE 10:

ANALYTICS, GEO & AEO

OUTCOMES:

GEO/AEO Optimization
Framework

Google Search Console & GA4: Track SEO performance, identify issues and report results using industry standard tools.

GEO, Generative Engine Optimization:

Learn how to optimise content, so AI platforms like ChatGPT and Gemini pick it up.

AEO, Answer Engine Optimization:

Structure content to appear as direct answers across AI-driven search platforms.

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MODULE 11:

LIVE WEBSITE SEO AUDIT WORKSHOP

OUTCOMES:

Complete
SEO Audit

Full SEO Audit Framework: Apply everything learned across technical SEO, content, keywords, backlinks and UX signals on real websites.

Group Audit of Real Websites: Work through 2 to 3 live websites as a group and build a complete audit report from scratch.

MODULE 12:

SEO STRATEGY & CAREER PLAYBOOK

OUTCOMES:

90-Day SEO
Strategy Document

90-Day SEO Plan: Build a complete growth strategy for a real website from keyword research to execution.

Agency vs In-House SEO: Understand how SEO works differently across agency, in-house and freelance environments.

Future of AI-Driven Search: Learn where search is heading and how to stay ahead of the changes already happening.

**SEO TO AI SEARCH:
THE COMPLETE RANKING
& GROWTH PROGRAM**

₹ 24,999/-

COURSE DURATION: 1 MONTH

MODE OF TRAINING:

OFFLINE SESSIONS

(AHMEDABAD CENTER)



TOOLKITS



GOOGLE SEARCH
CONSOLE



GOOGLE
ANALYTICS



AHREFS/SEMrush



PAGESPEED
INSIGHTS



SCREAMING FROG



CHATGPT &
AI SEO TOOLS

TERMS & CONDITIONS

We, the undersigned, hereby declare and agree to the following:

- That I am seeking admission to Kubicus (Growthify Plus Private limited) of my own free will and accord, and that no undue influence or misrepresentation has been made to me regarding the program, its outcomes, or its fee structure.
- That I shall be fully responsible for my personal safety, conduct, and belongings at all times within or outside the Kubicus (Growthify Plus Private limited) premises. The institute & its staff shall not be held liable for any accident, injury, loss, or mishap occurring to me or caused by me during or in connection with the program.
- That I understand my enrolment may be terminated without refund on grounds of misconduct, habitual absenteeism, misuse of mobile phones or the internet during sessions, disruptive behaviour, or engagement in any illegal, indecent, or unethical activity within or outside the institute.
- That issuance of a completion certificate is subject to a minimum attendance of 80% across all scheduled sessions of the program. Students who do not meet this threshold will not be eligible to receive a certificate, irrespective of their performance in assessments. No exceptions will be made unless approved in writing by the institute.
- That Kubicus (Growthify Plus Private limited) may, at its discretion, provide placement assistance and career support to students who have successfully completed the program and met the attendance requirement. Such support may include resume guidance, interview preparation, and referrals to relevant opportunities. This does not constitute a guarantee of placement, employment, or any specific outcome, and Kubicus (Growthify Plus Private limited) and Horizon learning academy (calculus advisors LLP) shall bear no liability in the event a student does not secure a position following the program.
- That in the event of my successful placement, career transition, or notable achievement following completion of this program, I grant Kubicus and Growthify the right to use my name, photograph, testimonial, and related information for marketing and publicity purposes across print, digital, and social media platforms, unless I expressly opt out in writing.
- That I consent to receiving communications from Kubicus (Growthify Plus Private limited) including emails, SMS alerts, WhatsApp messages (text, images, videos, and documents), and other notifications on the contact details provided by me in this form.
- That all information furnished by me in this application form is true, accurate, and complete to the best of my knowledge. I understand that if any information is found to be incorrect or falsified, my admission may be cancelled immediately without any refund of fee paid.
- That I have read and understood the program details, batch schedule, fee structure, and all policies communicated to me verbally or in writing, and I agree to abide by the rules and regulations of Kubicus (Growthify Plus Private limited).
- That the fee paid towards this program is non-refundable once paid in any circumstances, with written approval of the institute only the candidate can be assigned to future batches.
- That in the event of any unforeseen circumstances including but not limited to force majeure, public health emergencies, or logistical disruptions; Kubicus (Growthify Plus Private limited) reserves the right to reschedule, relocate, or modify sessions, including a temporary shift to online delivery, without any obligation to refund fees.
- That Kubicus (Growthify Plus Private limited) reserves the right to modify batch timings, faculty assignments, session formats, or program content where necessary, with reasonable advance notice to enrolled students.
- That all disputes arising out of or in connection with this enrolment shall be subject to the exclusive jurisdiction of the courts of Ahmedabad, Gujarat only.



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