



1-ON-1 PERSONAL TRAINING PROGRAM

SEO MASTERY

Two Structured Tracks: Beginner → Advanced | Technical, On-Page, Off-Page & AI Search Optimization

TRAINING NAME

SEO Mastery Program — by Global Web Digital & Learn AI Digital



HEMANT KALWANI

AI & Digital Marketing Expert | Ex-Google & Ex-Accenture Leader | Founder & Director, Global Web Digital and Learn AI Digital

Training delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital / Learn AI Digital

15+ Yrs
Industry Experience

8,500+
Projects Delivered

₹300+ Cr
Client Revenue Tracked

35+
Countries Served

TRUSTED PARTNER. PROVEN RESULTS.

Certified by Google • HubSpot SEO Certification • Semrush Certified

PROGRAM OVERVIEW

Two Personalized Tracks, One Trainer

This is a fully personalized, one-on-one coaching program for founders, marketers, freelancers and agency professionals who want to grow genuine, sustainable organic traffic — not just learn the theory. Every session is live, one-on-one, and shaped around your website, your niche and your goals.

Choose the Beginner track to build a complete foundation, or go straight into the Advanced track if you already run SEO and want to master today's AI-driven search landscape — AI Overviews, Generative & Answer Engine Optimization (GEO/AEO), structured data and topical authority. Both tracks are delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital and Learn AI Digital — our expert professional trainers — personally shaped around your business, your product and your goals.

WHO DELIVERS THE TRAINING

Sessions are delivered by Hemant Kalwani himself, or by a senior, expert professional trainer from Team Global Web Digital and Learn AI Digital — vetted and mentored directly by Hemant to the same standard. Either way, you get personalized, 1-on-1 live coaching from a practitioner who runs real websites and SEO campaigns, not a generic instructor.

<https://learnaidigital.com/>

	BEGINNER TRACK	ADVANCED TRACK
Duration	15 hours	20 hours
Level	Beginner — no prior experience needed	Intermediate/Advanced — for those who already run SEO
Focus	Foundations: keywords, on-page, technical basics, content, reporting	Latest AI search stack: AI Overviews, GEO/AEO, schema, topical authority, digital PR
Outcome	Audit, optimize and grow your own website's organic visibility independently	Run and scale advanced, multi-site SEO & AI-visibility strategy like a specialist

COMMON TO BOTH TRACKS

- 1-on-1 live online sessions (video call), fully personalized to your business.
- Flexible weekly scheduling, 5–7 hour sessions, adjusted to your availability.
- Hands-on work on your own product/business or a live practice account.
- Templates, worksheets and WhatsApp support between sessions.
- Guidance on preparing for recognized SEO certifications (Google, HubSpot, Semrush).

SEO Mastery — Foundation Program

(Beginner Curriculum: Zero to Your First Ranking Strategy)

Seven modules covering everything needed to go from no experience to confidently auditing, optimizing and growing a website's organic search performance on your own.

MODULE 1 SEO Fundamentals & How Search Works

2 hrs

- **Understanding the ecosystem:** how crawling, indexing and ranking actually work.
- **Search intent:** informational, navigational, commercial and transactional queries.
- **Core ranking factors:** relevance, authority, experience and technical health.

MODULE 2 Keyword Research & Search Intent

2.5 hrs

- **Keyword research tools:** finding relevant, high-intent keywords for your niche.
- **Grouping keywords by intent** to plan the right type of content for each.
- **Competitor keyword analysis:** finding gaps and opportunities.

MODULE 3 On-Page SEO Essentials

2 hrs

- **Title tags & meta descriptions** that improve both rankings and click-through rate.
- **Header structure & internal linking** for clarity and crawlability.
- **Image optimization & basic accessibility** best practices.

MODULE 4 Technical SEO Basics

2 hrs

- **Site speed & mobile-friendliness:** why they matter and how to check them.
- **Sitemaps & robots.txt:** helping search engines find and index your pages.
- **Finding & fixing common indexing issues** in Google Search Console.

MODULE 5 Content Writing for SEO

2 hrs

- **Structuring content** that satisfies both readers and search engines.
- **E-E-A-T basics:** demonstrating experience, expertise, authority and trust.
- **Readability & on-page formatting** that keeps visitors engaged.

MODULE 6 Off-Page SEO & Link Building Basics

2 hrs

- **Understanding backlinks & domain authority** and why they matter.
- **Basic outreach & guest posting** to earn your first quality links.
- **Avoiding spammy link practices** that can hurt your site.

- **Google Search Console & Analytics basics:** reading traffic and ranking data.
- **Building a simple SEO report** you can share or act on.
- **Live practice session:** auditing and optimizing a real page together.

By the end of the Beginner Track, you will be able to independently audit, optimize and track the organic search performance of your own website.

SEO Mastery — Advanced Growth Program

(Advanced Curriculum: Master the Latest AI Search & GEO Stack)

Recommended after the Beginner Track or for practitioners who already run SEO. Eight modules covering AI Overviews, Generative & Answer Engine Optimization, structured data, topical authority, digital PR and agency-grade operations.

MODULE 1 The Latest AI Search Landscape: AI Overviews, GEO & AEO

3 hrs

- **AI Overviews & AI Mode:** how Google's AI-generated answers change click-through behavior and visibility.
- **Generative Engine Optimization (GEO) & Answer Engine Optimization (AEO):** getting cited inside AI Overviews, ChatGPT and Perplexity answers.
- **Citation-friendly writing:** structuring clear, declarative content that AI systems can extract and trust.

MODULE 2 Advanced Technical SEO & Core Web Vitals

2.5 hrs

- **Core Web Vitals in depth:** page experience signals and how to improve them.
- **Crawl budget & log file basics:** helping search engines find your most important pages.
- **Diagnosing & fixing indexing issues** at scale.

MODULE 3 Content Strategy for AI & Human Search

3 hrs

- **E-E-A-T in depth:** building genuine experience, expertise, authority and trust signals.
- **Topical authority & content clusters:** structuring a site to be seen as a trusted source on a subject.
- **Content briefs that satisfy both readers and AI systems.**

MODULE 4 Structured Data & Schema Markup Mastery

2 hrs

- **FAQ, HowTo & Product schema:** making content easier for search engines and AI to interpret.
- **Entity optimization:** helping search engines understand who you are and what you do.
- **Testing & validating structured data** before publishing.

MODULE 5 Advanced Link Building & Digital PR

2.5 hrs

- **Authority-building outreach:** earning links from genuinely relevant, high-quality sites.
- **Digital PR fundamentals:** turning brand mentions and coverage into SEO value.
- **Evaluating link quality** and avoiding practices that risk penalties.

MODULE 6 Local SEO & Google Business Profile Mastery

2 hrs

- **Optimizing your Google Business Profile** for the local pack and Maps.
- **Local citations & reviews:** building trust signals for local search.

— **Multi-location SEO basics** for businesses with several outlets.

MODULE 7 Analytics, AI Visibility & Reporting

2.5 hrs

- **GA4 & Search Console mastery:** reading traffic, rankings and behavior data accurately.
- **Tracking AI citations & share of voice:** measuring visibility beyond traditional rankings.
- **Building a monthly performance dashboard** for yourself or a client.

MODULE 8 Capstone: Full-Site SEO Audit & Live Strategy Build

2.5 hrs

- **Live full-site audit:** hands-on session applying technical, content and AI-visibility checks together.
- **Building a prioritized action plan** from audit findings.
- **Certification guidance:** preparing for recognized SEO certifications.

By the end of the Advanced Track, you will be able to run, scale and troubleshoot a modern SEO and AI-visibility strategy across multiple sites — at a specialist, agency-ready level.

INVESTMENT

SEO Mastery Program — by Global Web Digital & Learn AI Digital

Choose Your Track

BEGINNER TRACK

15 hours of 1-on-1 live training • Weekly flexible sessions • Foundations to first SEO strategy

ADVANCED TRACK

20 hours of 1-on-1 live training • Weekly flexible sessions • Latest AI Overviews, GEO/AEO & schema stack

WHY TRAIN WITH HEMANT

- **15+ years** in digital marketing, including leadership experience at Google and Accenture.
- **Google, Meta Blueprint & HubSpot** certified.
- Personally delivered **1,850+ client projects** and **8,500+ projects** across team & agency work, spanning 35+ countries.
- Over **₹300+ crore** in tracked client revenue.
- **Founder & Director** of **Global Web Digital** (a Google, Meta Business & Shopify Plus Partner agency) and **Learn AI Digital**.

GET STARTED

Reserve your seat — limited to a small number of 1-on-1 clients per month.

Hemant Kalwani

+91 96506 01774 (Call / WhatsApp) • hemant@globalwebdigital.com

<https://hemantkalwani.com/> • <https://globalwebdigital.com/> • <https://learnaidigital.com/>

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