



Kathmandu
Digital Marketing
Institute

UPDATED
FOR
2025

AI & SEO FRIENDLY CONTENT TRAINING

FOR ECOMMERCE BUSINESS & TRAVEL INDUSTRY

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|  Duration: 2 Weeks |  Level: Intermediate |
|  Time: 2 Hours |  Medium: Physical / Online |
|  Weekly: 5 Classes |  Course Fee: 15,000/- |



Training Details:

AI & SEO FRIENDLY CONTENT

Duration: 2 Weeks + Practical

Physical Training Fees: Rs. 15,000/-

Batch: 15 candidates per batch

Medium: Physical

Course Overview

This course teaches how to find the right keywords, create AI-friendly content, and optimize pages that rank, get cited, and convert, especially for Travel & E-commerce websites.

Unlike outdated SEO courses, this program aligns with:

- **AI-SEO**
- **Answer Engine Optimization (AEO)**
- **Generative Engine Optimization (GEO)**

Individuals will learn to optimize content not just for Google, but for AI Overviews, ChatGPT, Gemini, voice search, and zero-click results.

Modules Covered:

- Modern Keyword Research
- AI Content Optimization (Core Module)
- On-Page SEO (AI + Conversion Focused)

MODULE 1: MODERN KEYWORD RESEARCH

Goal: Find keywords that actually bring traffic, answers, and sales

What You'll Learn:

- SEO vs AEO vs GEO keywords
- Search intent decoding (AI way)
- Transactional vs informational keywords
- Question-based & conversational keywords
- Zero-click & AI answer keywords

MODULE 2: AI Content Optimization (Core Module)

Goal: Create content AI engines trust, cite, and rank.

What You'll Learn

- EEAT + AI trust signals
- Prompt engineering for SEO content
- Human + AI content workflow

- Content depth & topical authority
- Writing for:
 - AI summaries
 - Featured snippets

On-Page SEO (AI + Conversion Focused)

Goal: Optimize pages that rank and convert
What You'll Learn

- Title & meta optimization for AI & CTR
- Header structure for answers
- Internal linking for topical authority
- Image & multimedia SEO
- Schema basics (FAQ, Product, Review)
- On-page SEO for AI Overviews

AI & SEO TOOLS:-



ChatGPT



SEMRUSH



Gemini



Jasper



WORDPRESS



SURFER

Google Trends



perplexity



Google Analytics

Screamingfrog

ABOUT TRAINER:

- Digital Marketing Trainer / Digital Marketing Consultant
- Worked over 100+ International & National SEO clients across various industries and niches grow their traffic and revenue
- Former IIDE SEO Trainer
- His agency has handled Annual Advertising budget of over \$10 million, delivering positive ROI and increasing conversions

Prabash Thakur

Digital Marketing Consultant & SEO Strategist





The End