



Ritik Namdev

Free Workbook

SEO From Zero Course Workbook (10 Modules, 1 Task Each)

The task and checklist for every module of the free 2-hour SEO for Beginners course, ending in a 90-day plan.

Watch a module, then do its task here. By the end you have a website Google can find, pages built for buyer searches, and a 90-day plan you can follow without paid tools.



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How to use it

1. Keep the course video open. Each section here matches one module.
 2. Do the task before moving on. Ticking boxes is the point.
 3. Print the 90-day plan at the end and stick it where you work.
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Modules 0–1: How Google finds, stores and ranks your pages

Google works in three stages: crawling (finding pages), indexing (storing them) and serving (ranking them for a search). Your first job is making sure stage one and two happen.

☐ **Verify your site in Google Search Console (free).**

It's the only place Google tells you directly what it sees on your site.

☐ **Search `site:yourdomain.com` on Google and count roughly how many pages appear.**

Google's SEO Starter Guide suggests this as the quickest indexing check.

☐ **Submit your sitemap (usually `/sitemap.xml`) in Search Console under Sitemaps.**

Helps Google discover your URLs. Most CMSs create one for you.

☐ **Run URL Inspection on your homepage and your most important service page.**

Shows whether each page is indexed and how Google sees it.

☐ **Open `/robots.txt` and check it doesn't block your whole site (`Disallow: /`).**

One line left from development can hide everything.

Module 2: Find keywords that bring buyers

1 List 10 things customers say before they buy

Write the words they use on calls and in emails, not your industry terms. Example: 'emergency plumber open now', not 'plumbing solutions'.

2 Expand with free Google tools

Type each phrase into Google and note autocomplete suggestions, the 'People also ask' questions and the related searches at the bottom. If you have a Google Ads account, Keyword Planner gives volume ranges for free.

3 Check what already works

In Search Console > Performance > Queries, find searches where you already get impressions. These are the easiest wins.

4 Tag each keyword by intent

Buy (hire, price, near me), compare (vs, best, alternative) or learn (how, what, why). Start with buy and compare.

5 Pick 5 money keywords

One page per keyword. Write them in the template below.

Module 2 template: keyword sheet

Copy into a spreadsheet

```
Keyword | Intent (buy/compare/learn) | Who ranks now (top 3) | My page URL (or 'new') |  
Priority 1-5  
emergency plumber austin | buy | ... | /emergency-plumbing/ | 1  
... | ... | ... | ... | ...
```

If the top 3 results are all directories or huge brands, pick a more specific version of the keyword first.

Module 3: Write pages that rank and convert

- ☐ **One page per money keyword. No page tries to rank for two different services.**

Clear pages are easier for Google and for buyers.

- ☐ **Unique title tag that names the service and place or audience.**

Google's Starter Guide: titles should be unique, clear and describe the page.

- ☐ **The first two sentences answer the search directly: what you do, for whom, where, and how to start.**

Visitors and AI answers both pull from the top of the page.

- ☐ **Add something only you can add: real prices or ranges, photos of your work, your process, FAQs from real customers.**

Google's original content systems reward the source.

- ☐ **One clear call to action above the fold and again at the end.**

Ranking without enquiries is a hobby.

☐ **Don't chase a word count.**

Google says there is no ideal content length.

Featured pick

theStacc

If writing and publishing pages every week is where you get stuck (modules 3 and 6), theStacc plans, writes and publishes SEO blog posts and Google Business Profile posts for small and local businesses. It's paid, so do the free steps here first.

Disclosure: I work at theStacc as a product growth marketer, so I am biased. Compare it against the free options on this page and pick what fits you.

Module 4: Technical basics in an afternoon

☐ **Site loads on HTTPS with no browser warning.**

Basic trust for people and Google.

☐ **Check Core Web Vitals and mobile issues in Search Console's Experience reports.**

Free, and uses real visitor data when you have enough traffic.

☐ **Fix pages in Search Console's Page indexing report marked 'Not indexed' that should be indexed.**

A page that isn't indexed can't rank.

☐ **Every important page is linked from at least one other page on your site.**

Google finds pages mostly by following links.

☐ **Descriptive URLs like `/services/roof-repair/`, not `/page?id=123`.**

Recommended in Google's Starter Guide.



Images have short, descriptive alt text.

Helps image search and accessibility.

Module 5: Earn links and mentions without spam

1

List 20 people who already know you

Suppliers, partners, clients, local associations, event organisers, your college or alumni group.

2

Find where a link makes sense

Partner pages, supplier 'where to buy' pages, case studies, local directories, event sponsor lists.

3

Ask with a reason

Use the email template below. One real link from a relevant site beats fifty from strangers.

4

Never buy links

Buying or trading links to manipulate rankings breaks Google's link spam policy.

Module 5 template: mention request

Partner email

Hi {name},

We've worked together on {project} for {time}. I noticed your {page name} page lists partners you work with. Would you be open to adding {business name} with a link to {URL}?

Happy to do the same for you on our site, or write a short testimonial for your team.

Thanks,
{your name}

Send to people who know you. Cold outreach to strangers works far less often.

Module 6: Win local searches and the map pack

Google says local results depend mainly on relevance, distance and prominence. You can't change distance. You can work on the other two.

☐ Claim and verify your Google Business Profile.

It's what shows in the map pack.

☐ Pick the most accurate primary category, then add secondary ones.

Relevance starts with categories.

☐ Business name, address and phone match exactly on your site and profile.

Consistency avoids confusion for Google and people.

☐ Add hours, services, photos and a real description.

Complete profiles help relevance.

- ☐ **Ask every happy customer for a review, and reply to every review.**

Google lists review count and rating under prominence.

- ☐ **Create one page per service area you truly serve.**

Only for real areas. Copy-paste city pages risk the doorway abuse policy.

Module 7: Show up in AI Overviews and ChatGPT

- ☐ **Make sure your key pages are indexed and can show a snippet (no nosnippet tags).**

Google says that's the only requirement for AI Overviews and AI Mode. No special files or schema.

- ☐ **Allow OAI-SearchBot in robots.txt.**

OpenAI says sites that block it won't appear in ChatGPT search answers.

- ☐ **Put a one-sentence direct answer under each question heading.**

Short, clear passages are easiest to quote.

- ☐ **Get mentioned on the lists, review sites and forums that AI tools cite for your category.**

AI repeats what many trusted sources say.

- ☐ **Ask ChatGPT, Gemini and Perplexity 'What is {your business}?' and write down what's wrong.**

Your baseline for fixing AI visibility.

Module 8: Measure what matters in Search Console

1

Every Monday, open Performance > Search results

Set the date to the last 28 days and compare with the previous period.

2

Sort Pages by impressions

Pages with many impressions but a low click-through rate need a better title and first line.

3

Check queries in positions 8–20

These are close to page one. Improve the matching page and add internal links to it.

4

Track enquiries, not just clicks

Log calls, form fills and sales each week. Google itself tells site owners not to measure success by clicks alone.

Module 9: Your 90-day SEO plan

Days	Focus	Done when
1–7	Search Console, sitemap, fix indexing, rewrite page titles	Key pages show as indexed in URL Inspection
8–30	Find buyer keywords and build one great page per money search	5 money pages live, each with a clear answer and CTA
31–60	Internal links, Google Business Profile, ask partners and customers for real mentions	Profile complete, 5+ new reviews, 3+ real mentions asked for

Days	Focus	Done when
61–90	Check Search Console weekly, improve pages with impressions but few clicks	Every money page reviewed once with real data

Sources

- Google Search Central: SEO Starter Guide — <https://developers.google.com/search/docs/fundamentals/seo-starter-guide>
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- Google Search Central Blog: Top ways to ensure your content performs well in Google's AI experiences (May 2025) — <https://developers.google.com/search/blog/2025/05/succeeding-in-ai-search>
- Google Search Console — <https://search.google.com/search-console/about>

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Every week I send one practical SEO + AI search lesson to founders. You're already on the list.

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