4 Courses

Search Engine Optimization and Content Marketing

GenAI for SEO: A Hands-On Playbook

AI SEO: Mastering Generative Engine Optimization (GEO)

SEO, Generative AI, and GEO Capstone Project

Jan 10, 2026

SAHIL PAHWA

has successfully completed the online, non-credit Specialization

SEO Mastery: From Fundamentals to GenAI and GEO Strategies

In this specialization, learners demonstrated a comprehensive understanding of modern SEO and digital marketing practices. They have developed the skills to conduct effective keyword research, build structured content strategies, optimize on-page elements, and create schema markup to enhance search performance. Through applied labs and a final capstone project, learners have gained practical experience in planning and executing full SEO campaigns, showcasing their ability to produce data-informed, high-quality work that drives online visibility and engagement.

Rav Ahuja
Global Program Director
IBM Skills Network

Rajesh Menon
Subject Matter Expert
SkillUp

JPS Kohli
CEO
SkillUp

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