

# LEVERAGING CHATGPT FOR CODING AND SEO

GAI-104

**Duration: 1 day; Instructor-led | Virtual Instructor-led**

## ABOUT THIS COURSE

This course is designed for intermediate users who wish to explore the more advanced functionalities of ChatGPT, focusing on coding tasks and SEO strategies.

## PREREQUISITES

- Intermediate understanding of coding
- Basic knowledge of SEO

## AUDIENCE

- Web Developers
- SEO Specialists
- Data Scientists

## COURSE CONTENTS

### Module 1: Advanced ChatGPT Features

- Deep Dive into Capabilities
- Limitations and Workarounds

### Module 2: Coding with ChatGPT

- Understanding Requirements
- Code Generation

### Module 3: Debugging and Optimization

- Reviewing Code
- Performance Tuning

### Module 4: General Coding Tips

- Best Practices
- Common Pitfalls

### Module 5: SEO Fundamentals

- What is SEO?
- Importance in Marketing

### Module 6: Keyword Research

- Techniques and Tools
- Implementation in Content

### Module 7: Crafting SEO Titles

- Importance of Titles
- Best Practices

### Module 8: ChatGPT for Content Marketing

- Blog Posts
- Social Media Updates

### Module 9: Monitoring SEO Performance

- Analytics and KPIs
- Ongoing Optimization