

SEO (Search Engine Optimization)

Introduction:

The SEO (Search Engine Optimization) certification is designed to teach you the concept behind Google's search engine algorithm that you may apply to a career in digital advertising and marketing or online content development including on-page and off-page optimization, accomplishing search-centered website audits, and aligning search engine optimization with usual commercial enterprise strategies. It will take you from an absolute amateur to an effective SEO practitioner with advanced information on search engines.

What does this certification cover?

A framework technique to SEO:

In preference to train you, a fixed of procedures with the intention to have a restricted shelf-life, this focuses on constructing a solid knowledge of the fundamental way of how search engines work. It is this understanding so that it will allow you to build your own strategies, give you your own processes and out-tempo your competition.

Technical SEO:

We'll take you from an understanding of how search engines crawl, render and index the web, through to the details of how to get your hands dirty and implement schema, canonical and reflag tags.

Link Building:

Links are still one of the most important ranking factors in Google. We'll go through the details of different link-building strategies, tactics, and tools.

Scope of SEO:

If you have SEO expertise, you can work as a freelancer on sites like Fiverr, Upwork, and Freelancer.com. To make a good profit, you can launch your own e-commerce websites and rank them on search engines. You can also advertise affiliate deals and launch your own blogs and affiliate marketing websites.

Learning Outcomes:

After the completion of this certification, students would be able to:

- Conduct On-Page SEO best practices
- Conduct OFF-Page SEO best practices
- Generate backlinks properly
- Do an SEO audit for the website

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Benefits:

- Ability to do complete SEO of a website
- Technical SEO understanding
- An in-depth understanding of how search engines crawl, render and index websites

Entry Requirements:

- A basic understanding of HTML would be advantageous
- Minimum education level Intermediate/A-Levels/O-Levels

Curriculum:

Week	Lecture	Topics
1	1	First step to SEO
2	2	Understanding Metrics & Algorithm
3	3	All about Keywords
4	4	Webmaster Tools (Indexing & Crawling)
5	5	HTTP Status Codes & Redirects
6	6	Canonical Tags & Hreflang Tags (Technical SEO)
7	7	On-Page SEO – I
8	8	On-Page SEO – II
9	9	Off-Page SEO – I
10	10	Off-Page SEO – II
11	11	Wordpress Website SEO
12	12	Final Project Presentation

Mode of Classes

- On-Campus
- Online