e-Rozgaar Center
Institute of Education and Research
University of the Punjab
Lahore

Program: Certificate in Search Engine Optimization	
Course Title: Search Engine Optimization	**Course Type:** Search Engine Optimization
Duration: 3 Months	

Prerequisites	FA/FSc /ICom/ICS/DAE/A-Level or equivalent qualification and above Basic understanding of computer systems, websites and the internet.
Introduction	The purpose of this course is to give the students hands-on training and knowledge of search engine optimization techniques. SEO is the most in-demand skill of digital marketing and in this fast-paced age of digital marketing, no website can perform without an SEO expert. So, it would be not wrong to say that every website created in the digital space requires an SEO practice. This course is specifically designed to empower trainees with the industry-level skill required to perform search engine optimization of any website. This course will help trainees either to be able to get projects online through a freelancing website or they can meet the technical requirements of recruiters searching for SEO professionals.

Learning Objectives	After the successful course completion students will be able to:
	● Audit website for search engine optimization.
	● Perform SEO techniques on websites to improve its ranking.
	● Perform On page SEO.
	● Perform Off page SEO.
	● Perform Keyword research.
	● Use popular tools for SEO.
	● Setup Google Analytics for any website.
	● Define strategies for SEO of any website
	● Learn about freelancing and different online websites for freelancing.
	    o Fiverr
	    o Upwork
	    o Freelancer.com
	● Be able to optimize their profile and get SEO projects on freelancing websites.

Course Contents	**Topic & Contents**
	1. Introduction to SEO
	  1.1. What is SEO?
	  1.2. Search Engines and their importance.
	  1.3. Benefits and importance of SEO.
	  1.4. Types of SEO
	  1.5. Assignment WordPress Website creation
	2. On Page SEO
	
	  2.1. On Page SEO and its importance
	  2.2. HTML Coding Basics
	  2.3. Meta title and meta descriptions
	  2.4. Keywords introduction
	  2.5. Content and Image SEO
	  2.6. Crawling and Indexing
	  2.7. Internal Linking

2.8. Tools and Plugins for SEO
2.9. Assignment : YEOST plugin for WordPress Website

3. **Off Page SEO**
   3.1. Introduction to Off Page SEO
   3.2. Back linking
   3.3. Link building
   3.4. Inbound and outbound links
   3.5. Domain and Page authority
   3.6. Backlink generation
   3.7. Quiz 1

4. **Keyword Research**
   4.1. Keyword research techniques
   4.2. Tools for keyword research
   4.3. Competition and Volume in keyword research

   4.4. Keyword mapping
   4.5. Keyword stuffing
   4.6. LSI keywords
   4.7. Keyword Planner
   4.8. Hands on session on Keyword Planner

5. **SEO and Google Algorithms**
   5.1. Google Page rank , Rank brain algorithms
   5.2. How to rank site on google
   5.3. Google ranking best practices

6. **SEO Audit**
   6.1. Website SEO audit and its tools
   6.2. Popular tools for website audit
   6.3. Checklist generation
   6.4. SEO issue list
   6.5. Technical issues list
   6.6. Content, Design and UX analysis
   6.7. Assignment: Generate audit report for specific website.

7. **Google Analytics**
   7.1. GA dashboard
   7.2. GA integration in website
   7.3. Check performance on search console
   7.4. Sitemap in GA
   7.5. Page experience index
   7.6. Google penalty
   7.7. GA plugin
   7.8. Assignment: Integration of Google Analytics in WordPress website

8. **SEO Strategy Development**
   8.1. Basic steps in SEO strategy development
   8.2. Clarity on client goals
   8.3. Strategy for low search volumes and traffic

9. **Freelancing topics**
   9.1. Optimizing Fiverr Gigs
   9.2. Introduction to Freelancer.com
   9.3. Creating Profile in Freelancer.com
   9.4. Creating Profile in Upwork.com
   9.5. Writing a Cover letter
   9.6. How to bid on projects

	9.7. Different tools in Freelancing 9.8. Project Delivery and Deadlines 9.9. Art of Upselling 9.10. LinkedIn Profile optimization 9.11. How to win direct clients 9.12. Creating profile in PeoplePerHour.com
Textbooks	● "The Art of SEO: Mastering Search Engine Optimization" Eric Enge, Jessie Stricchiola, and Stephan Spencer
Suggested Readings	● "SEO 2022: Learn search engine optimization with smart internet marketing strategies" Adam Clarke ● "How to Get to the Top of Google: The Plain English Guide to SEO" Tim Kitchen
Teaching/Learning Strategies	● Lectures ● Class discussion on all topics ● Multimedia ● Powerpoint Slides ● Hands on Practice
Course Activities	● Quizzes ● Assignments ● Projects ● Daily Hands-on Practice
Evaluation Criteria	**Assignment will be submitted on Google Classroom portal for assessment.** Late assignments will not be accepted. Grades are weighted according to the following scale: 20%-- Quizzes (5+5) 30%-- Mid 20%-- Project 30%-- Final Evaluation 100%-- Total
Training Mode	Physical-Face to Face
Fee	Rs. 19,000/- Course Fee Rs. 1,000/- Registration Fee