

Professional Program :2

Course Name	SEO & Digital Marketing
QP Name & QP CODE	Search Engine Optimization Executive - MES/Q0704
Course Code	G02
Course Duration	540 hrs
Credit	18
Sector	Media & Entertainment Skill Council
NSQF Level	5
Description	Individuals at this job carry out the search engine optimization process to increase the organic traffic of the website in all the major search engine networks. Research list of relevant keywords, implement on-page and off-page search engine optimization activities, track keyword rankings and prepare performance reports for the key stakeholders.
Progression Pathway	Social Media Manager
Qualification	Three years diploma/Degree after Class
Mode Of Training	Offline Mode & Hybrid Mode
Department	All Department