



# **CCEK – NSQF ALIGNED PROGRAM**

## **COURSE SYLLABUS**

### **FOR**

## **SEO & Digital Marketing**

## CCEK - NATIONAL SKILL DEVELOPMENT TRAINING PROGRAM

### SEO & Digital Marketing

CCEK – NSDC course package covers the following Qualification Packs and leads to the following NSDC certifications. The students who successfully completed the course programs are entitled to get NSDC certification after undergoing the assessment process of NSDC as per the rules and regulations stipulated by NSDC from time to time.

SL. NO.	QUALIFICATIONS PACK	QUALIFICATIONS PACK CODE	NSQF LEVEL
1	<p><b><u>Search Engine Optimization Executive Version</u></b></p> <p><b>Brief Job Description:</b></p> <p>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.</p>	MES/Q0704	5

**COURSE DETAILS****SEO & Digital Marketing****EXAMINATION DETAILS**

COURSE NAME	COURSE CODE	ELIGIBILITY	DURATION
SEO & Digital Marketing	G02	Three years diploma/Degree after Class	540

SL. NO.	EXAM	EXAM CODE	MAXIMUM MARK	INTERNAL	TOTAL MARK
<b>THEORY PAPERS</b>					
1	Search Engine Optimization	T001	100	50	150
<b>PRACTICAL PAPERS</b>					
1	SEM Techniques	L001	100	50	150
<b>TOTAL MARKS</b>					
1	Total Examination Marks (Theory Online + Practical Examination)				200
2	Total Internal Marks				100
3	<b>Total Marks (Total Internal Marks + Total Examination Marks )</b>				<b>300</b>

**SEO & Digital Marketing**

**INTERNAL MARK CRITERIA FOR EACH**

<b>SL NO.</b>	<b>MODULE</b>	<b>MODULE CODE</b>	<b>MAXIMUM MARK</b>	<b>INTERNAL MARK</b>	<b>TOTAL MARK</b>
1	Search Engine Optimization	T001	100	50	150
2	SEM Techniques	L001	100	50	150
	<b>TOTAL</b>		200	100	300

<b>ATTENDANCE</b>	<b>GENERAL PERFORMANCE</b>	<b>INTERNAL EXAMINATIONS/ PROJECTS/ ASSIGNMENTS</b>	<b>TOTAL MARKS</b>
5	5	40	50

# **COURSE SYLLABUS**

**FOR**

**SEO & Digital Marketing**

<b>COURSE</b>	SEO & Digital Marketing	
<b>TOTAL MARKS</b>	Mark: 300	Internal Mark: 100
<b>TOTAL HOURS</b>	540 Hrs	

**DEFENITION OF CREDIT**

1 Credit	15Hrs Theory/ 30Hrs Practical
Skill Components	60 – 70 % of Total Credit

**MODULES INCLUDED IN THIS SUBJECT**

<b>SL NO</b>	<b>MODULE NAME</b>	<b>CREDIT BREAKUP</b>
1	Module 1: Introduction and Orientation	<b>3</b>
2	Module 2: Research and create list of keywords	<b>3</b>
3	Module 3: Implement on-page optimization	<b>3</b>
4	Module 4: Implement off-page optimization	<b>3</b>
5	Module 5: Track rankings and prepare reports	<b>3</b>
6	Module 6: Maintain workplace health and safety	<b>3</b>
	Total	<b>18</b>

**Training Outcomes**

- Research and analyze keywords to prepare the final list of target keywords.
- Conduct on-page search engine optimization activities.
- Conduct off-page search engine optimization activities.
- Track the rakings of the target keywords and prepare reports for the key stakeholders.
- Maintain workplace health and safety.

## **MODULES**

### **Module 1: Introduction and Orientation**

#### **THEORY & PRACTICAL**

- Recognize the importance of search engine optimization and how it helps businesses in getting more website visitors
- Recognize how search engines work and what is the significance of crawling and indexing
- Describe opportunities in the media and entertainment industry.
- Analyse the purpose of a search engine and how people interact with search engines using different types of search queries

### **Module 2: Research and create list of keywords**

#### **THEORY & PRACTICAL**

- Prepare list of search terms that potential customers might use to search for those products / services in search engines
- Classify the right keywords to target by using the available keyword research tools
- Assess the keywords by their level of competition and monthly average search volume in the search engine networks
- Recognize the potential keywords to target for optimization by interpreting the data provided by keyword research tools
- Categorize different types of keywords such as brand search queries, head terms and long-tail terms to keep in the final list
- Identify the keywords with high commercial intent which are expected to have higher conversion rates
- Evaluate the domain and page authority of a website by using online tools
- Use the various available keyword research tools effectively

### **Module 3: Implement on-page optimization**

#### **THEORY & PRACTICAL**

- Use the website analysis tools to identify the on-page search engine optimization issues
- Generate meta tags such as title and description for the different pages of the website based on the target keywords
- Optimize and update the URLs of website pages by including the target keywords in it and making them search engine friendly
- Make internal links within the website pages redirecting them to other relevant pages
- Build high quality outbound links to other external websites with high domain and page authority
- Add and update appropriate heading tags (like H1, H2 etc.) in the content of all pages to improve the content readability
- Optimize images on a page by including the target keyword in both the file name and in the 'ALT Text' of the image

- Add multimedia files such as images, videos, podcasts, infographics etc. within the content to increase the user engagement
- Create and add XML sitemap to the navigation of the website to assist the search engine crawlers in indexing the website pages

### **Module 4: Implement off-page optimization**

#### **THEORY & PRACTICAL**

- Identify the backlinks profile of the websites of the major competitors of the organization
- Identify the alexa rankings and website traffic statistics of the major competitors to assess the competition
- Create a comparison report to do the comparative analysis study and determine the organization's position against competitors
- Create and upload online press releases to the network of portals with high domain and page authority
- Create and upload high quality infographics on different online platforms such as social media networks, image submission sites etc.
- Create and submit relevant videos on different video submission sites to generate high quality backlinks
- Identify the domain authority and page authority of competitors website to benchmark and assess the competition
- Participate in discussions on relevant industry forums and Question Answer (QA) portals to highlight the company offerings
- Create and submit guest posts on relevant blogs and websites to leverage on other website's popularity and get high quality backlinks
- Use various available backlinks analysis and research tools
- Identify the do-follow and no-follow backlinks
- Present the analysis and plan for doing on- page optimization to the key stakeholders

### **Module 5: Track rankings and prepare reports**

#### **THEORY & PRACTICAL**

- Use the keywords tracking tools to track the change in rankings of target keywords in major search engine networks
- Analyze and assess the keyword tracking results and compare the rankings with the major competitors of the organization
- Create a report summarizing the performance of search engine optimization activities and its impact on business growth
- Prepare the report by documenting the key performance metrics like organic website traffic and conversions by using the web analytics tools
- Use web analytics tools to track website traffic, conversions and user engagement
- Present the keywords ranking and website traffic report to the stakeholders
- Analyze and interpret the quantitative data from the keyword tracking and web analytics tools.

## **Module 6: Maintain workplace health and safety**

### **THEORY & PRACTICAL**

- Maintain a healthy, safe and secure working environment by identifying the relevant people responsible for health and safety, identifying risks, following emergency procedures etc.
- Use first aid kit when needed and keep oneself informed on first aid procedures.
- Participate in organization health and safety knowledge sessions and drills.
- Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency.
- Identify security signals like fire alarms and places such as staircases, fire warden stations, first aid and medical rooms.
- Identify aspects of your workplace that could cause potential risk to own and others health and safety.
- Ensure one's own personal health and safety, and that of others in the workplace by following precautionary measures.
- Identify and recommend opportunities for improving health, safety, and security to the designated person.
- Report hazards outside one's authority to the relevant person in line with organizational procedures and warn other people who may be affected by these hazards.
- Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard.
- Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority.