



**Arfa Karim**  
Technology Incubator

# Search Engine Optimization

Duration: 3 Months



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## Modules

- Introduction to Search Engine Optimization (SEO)
- Understanding Search Engines & Algorithms
- Keyword Research & Analysis
- On-Page SEO Optimization Techniques
- Off-Page SEO Strategies & Link Building
- Technical SEO & Website Optimization
- SEO Analytics & Performance Tracking
- SEO Best Practices & Future Trends

## Outcomes

- UGrasp the fundamentals of search engine optimization & its role in online marketing
- Comprehend the workings of search engines & their ranking algorithms
- Conduct effective keyword research & analysis for SEO campaigns
- Implement on-page SEO techniques to optimize website content and structure
- Execute off-page SEO strategies, including link building & outreach
- Apply technical SEO principles to improve website performance & user experience.
- Utilize analytics tools to track & assess SEO performance and identify areas for improvement

## Audience

- Digital Marketers
- Social Media marketer
- Website Developers
- Content creators

## Eligibility Criteria

- It is open to individuals from various professional backgrounds who want to enhance their understanding of search engine optimization & its application in digital marketing.