Name of the Job Role: Search Engine Optimization Executive

QP Code and NSQF Level: MES/Q0704

S.No.	Orientation Component/Activity	Topic	Sub-Topics	Topic Duration (in hours)	Learning Outcomes
1	**Domain Training**	**Research and create list of keywords**	1. Perform keyword Research 2. Create final list of relevant keywords	2 Hr.	PC1. create a list of products / services provided by the company PC2. list out search terms that potential customers might use to search for those products / services in search engines PC3. identify the right keywords to target by using the available keyword research tools PC4. evaluate the keywords by their search volume and competition PC5. prepare the final list of keywords by using the quantitative data provided by keyword research tools PC6. identify the mix of both head and long-tail terms to keep in the final list PC7. create an excel file for the final list of keywords with their key statistics like search volume, difficulty level, competition and search region
	Domain Training	**Implement on-page optimization**	1. Identify the on-page issues of a website 2. Perform on-page optimization activities	2 Hr.	PC1. use the on-page website analysis tools to identify the issues PC2. sort the issues from most critical to least critical so that they can be prioritized and resolved accordingly PC3. set the timelines for resolving each identified website's on-page issue PC4. create meta tags including the title and

					description of all website pages PC5. optimize the URLs of website pages by including the primary keyword in it PC6. include heading tags (like H1, H2 etc.) in the content of all pages PC7. optimize images on a page by using 'ALT Text' and adding a proper caption PC8. create and add XML Sitemap to the website for search engine crawlers PC9. create internal links to the relevant pages of the website PC10. create outbound links to other related external website pages PC11. add engaging images / videos to the content to reduce bounce rate and increase time on site
	Domain Training	**Implement off-page optimization**	1. Do off-page analysis of competitors 2. Perform off-page optimization activities	2 Hr.	PC1. find out the backlinks profile of the websites of key competitors PC2. check the domain and page authority of competitor's website PC3. find the alexa rankings and website traffic statistics of key competitors PC4. create a comparison report to analyze company's position against Competitors PC5. do guest postings on relevant blogs / websites to get high quality backlinks PC6. upload online press releases on high quality and page rank portals PC7. create and share high quality infographics on relevant online platforms PC8. participate in discussions on forums and Question Answer (QA) portals

					PC9. promote content on social media platforms to generate brand mentions, social shares, reviews, likes and comments PC10. create and upload high quality videos on search engine and other video submission sites
2	**Soft Skills and Entrepreneurship Tips specific to the Job Role**	**Communication & team work**		2 Hr.	Communicate what one intends to, to other team mates
		E wallet & digital literacy/e-commerce		2 Hr.	Online transaction system using smart phones/ computer Awareness about faradism
3	**Familiarization to Assessment Process and Terms** ==Duration: 2 hours==	**Need and importance of Assessment**		1 Hr.	Should be able to understand importance of assessment
		Process and modes of assessments		1 Hr.	Should become familiar with the process of assessment