

Course Title	Search Engine Optimization (SEO) and Google Ads Fundamentals
Course Length	6 weeks
Target Audience	Students, marketers, and self-employed individuals who want to learn SEO to ace digital marketing
Prerequisites	Basic knowledge of digital marketing

Course Description
<p>In this course, the students will learn the fundamentals of search engine optimisation (SEO) and Google Ads. It will help the students learn how to create good quality content, rank their content high on Google, and drive traffic to their content. They will also learn the basics of Google Ads and how they can be used to drive instant leads.</p> <p>The students are advised to take lessons on a computer to get hands-on experience with the tools.</p>

Course Learning Outcomes	
	By the end of this course, the students should be able to:
LO1:	Understand the basics of Search Engine Optimization
LO2:	Conduct keyword research
LO3:	Utilise keywords in your unique content

LO4:	Create better content that ranks high on Google.
LO5:	Run ad campaigns on Google.

Assessments/Graded Components

- 80% attendance is mandatory for securing a certificate
- Quiz
- In-class activities

Course Summary

Lecture	Module Name	Key Concepts/Topics Covered	Assessments
1	Introduction to Digital Marketing	What is Digital Marketing? Popular Digital Marketing Techniques Media of Digital Marketing Components of a Digital Marketing Strategy	-
2	Introduction to SEO	What is SEO? How does the Google Algorithm work? Black Hat vs Gray Hat vs White Hat SEO	-

3	Types of SEO	On-Page SEO Off-Page SEO	Quiz
4	Types of SEO	Local SEO Technical SEO	Quiz
5	Keyword Research	Keyword Stuffing Keyword Density Keyword Cannibalization	Quiz
6	Keyword Research	Tools: Google Keyword Planner, UberSuggest, AnswerThePublic	Activity
7	Content Optimization	Keywords Meta Titles & Descriptions Links Optimization URL Optimization	-
8	Content Optimization	Tools: SEMrush, Yoast SEO	Activity
9	Link Building for SEO	Directory Submissions Social Bookmarking Video & Image Sharing Profile Creation Quora Guest Blogging Blog SEO	-
10	Website	SEO Site Audit Checklist	-

	Optimization	Tools: Ahrefs, SEO Optimizer	
11	Google Ads	Setting up Google Ad Property Types of Google Ad Campaigns	-
12	Google Ads	Types of Google Ad Campaigns Tracking Analytics Tools: Google Analytics	-

Supplementary Reading Material

<https://neilpatel.com/de/blog/>
<https://backlinko.com/blog>