Model Curriculum

Search Engine Optimization Executive

SECTOR: **Media and Entertainment**
OCCUPATION: **Digital**
REF ID: **Marketing / Advertising Sales / Traffic**
MES/Q0704, V 2.0
4

Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Media and Entertainment Skill Council

for

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: **'Search Engine Optimization Executive'** QP Ref. No. **'MES/Q0704, NSQF Level 4'**

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Date of Issuance: 24th February 2022

Valid up to: 23rd February 2027

* Valid up to the next review date of the Qualification Pack

Authorized Signatory
Media and Entertainment Skill Council

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Search Engine Optimization Executive

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a "Search Engine Optimization Executive", in the "Media and Entertainment" Sector / Industry and aims at building the following key competencies amongst the learner

Program Name	Search Engine Optimization Executive		
Qualification Pack Name & Reference ID.	MES/Q0704, V2.0		
Version No.	2.0	Version Update Date	24/02/2022
Pre-requisites to Training	• Class 12th with one year of relevant experience OR • ITI (2 years after 10th) with one year of relevant experience OR • Class 10th with three years of relevant experience Min Age: 18 Year		
Training Outcomes	**After completing this programme, participants will be able to:** ● 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.		

This course encompasses 5 out of 5 National Occupational Standards (NOS) of "Search Engine Optimization Executive" Qualification Pack issued by "Media and Entertainment Skills Council".

S. No	Module	Key Learning Outcomes	Equipments
1	**Introduction and Orientation** **Theory Duration** (hh:mm) 25:00 **Practical Duration** (hh:mm) 35:00 **Corresponding NOS Code** Bridge Module	• 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	Computer system / laptop, diary, notebook, pen, marker
2	**Research and create list of keywords** **Theory Duration** (hh:mm) 25:00 **Practical Duration** (hh:mm) 35:00 **Corresponding NOS Code** MES/N0717	• 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 the 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	Computer system / laptop, diary, notebook, pen, marker
3	**Implement on-page optimization** **Theory Duration** (hh:mm) 40:00 **Practical Duration** (hh:mm) 80:00	• 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	Computer system / laptop, diary, notebook, pen, marker

	Corresponding NOS Code MES/N0718	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		
4	**Implement off-page optimization** **Theory Duration** (hh:mm) 40:00 **Practical Duration** (hh:mm) 80:00 **Corresponding NOS Code** MES/N0719	• 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	Computer system / laptop, diary, notebook, pen, marker
5	**Track rankings and prepare reports** **Theory Duration** (hh:mm) 20:00 **Practical Duration**	• 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	Computer system / laptop, diary, notebook, pen, marker

		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	
(hh:mm) 40:00 **Corresponding NOS Code** MES/N0720			
6	**Maintain workplace health and safety** **Theory Duration** (hh:mm) 20:00 **Practical Duration** (hh:mm) 40:00 **Corresponding NOS Code** MES/N0104	● 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.	Computer system / laptop, diary, notebook, pen, marker, Health and Safety Signs 3 and policy etc.
	Total Duration **540:00** **Theory Duration** 170:00 **Practical Duration** 310:00 **OJT Duration** 60:00	**Unique Equipment Required:** Diary, notebook, pen, Computer System / laptop, white board, marker, projector, Health and Safety Signs and policy etc.	

Trainer Pre-requisites for Job role: "Search Engine Optimization Executive" mapped to Qualification Pack: "MES/Q0704, version 2.0"

Sr. No.	Area	Details
1	**Job Description**	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with Qualification Pack "MES/Q0704" version 1.0.
2	**Personal Attributes**	The candidate should have aptitude for conducting training, pre /post work to ensure competent, employable candidates at the end of training. The individual in this role must be creative with high degree of professional responsibility and timeliness with deadlines. He/she in this role holders has to be open-minded, willing to try new things and comfortable taking advice from unexpected sources.
3	**Minimum Educational Qualifications**	Graduate
4a	**Domain Certification**	Certified for Job Role: "Search Engine Optimization Executive" mapped to QP: "MES/Q0704", version 1.0. Minimum accepted score as per SSC guidelines is 70%.
4b	**Platform Certification**	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q2601" with scoring of minimum 80%.
5	**Experience**	Minimum 2 years of work experience as a digital marketer. He should be able to communicate in English. He should have knowledge of digital media, digital software tools, Safety, Health & Hygiene.

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Search Engine Optimization Executive
Qualification Pack	MES/Q0704, version 1.0
Sector Skill Council	Media and Entertainment Skills Council

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS Total Marks : 500		Marks Allocation			
Assessment outcomes	**Assessment criteria for outcomes**	**Total marks**	**Out Of**	**Theory**	**Skills Practical**
1. MES/N0717 **(Research and create list of keywords)**	PC1. create a list of products / services provided by the company	100	15	5	10
	PC2. list out search terms that potential customers might use to search for those products / services in search engines		15	5	10
	PC3. identify the right keywords to target by using the available keyword research tools		20	5	15
	PC4. evaluate the keywords by their search volume and competition		10	3	7
	PC5. prepare the final list of keywords by using the quantitative data provided by keyword research tools		15	5	10
	PC6. identify the mix of both head and long-tail terms to keep in the final list		10	2	8
	PC7. create an excel file for the final list of keywords with their key statistics like search volume, difficulty		15	5	10

		level, competition and search region				
		Total	**100**	**30**	**70**
2. MES/N0718 (Implement on-page optimization)	PC1. use the on-page website analysis tools to identify the issues		10	3	7
	PC2. sort the issues from most critical to least critical so that they can be prioritized and resolved accordingly		10	3	7
	PC3. set the timelines for resolving each identified website's on-page issue		10	4	6
	PC4. create meta tags including the title and description of all website pages		10	3	7
	PC5. optimize the URLs of website pages by including the primary keyword in it		10	3	7
	PC6. include heading tags (like H1, H2 etc.) in the content of all pages	100	10	3	7
	PC7. optimize images on a page by using 'ALT Text' and adding a proper caption		10	3	7
	PC8. create and add XML Sitemap to the website for search engine crawlers		10	2	8
	PC9. create internal links to the relevant pages of the website		10	2	8
	PC10. create outbound links to other related external website pages		5	2	3
	PC11. add engaging images / videos to the content to reduce bounce rate and increase time on site		5	2	3
		Total	**100**	**30**	**70**
3. MES/N0719 (Implement off-page optimization)	PC1. find out the backlinks profile of the websites of key competitors		10	2	8
	PC2. check the domain and page authority of competitors website		10	2	8
	PC3. find the alexa rankings and website traffic statistics of key competitors		10	4	6
	PC4. create a comparison report to analyze company's position against competitors		10	3	7
	PC5. do guest postings on relevant blogs / websites to get high quality backlinks	100	10	3	7
	PC6. upload online press releases to high quality and page rank portals		10	4	6
	PC7. create and share high quality infographics on relevant online platforms		10	2	8
	PC8. participate in discussions on forums and Question Answer (QA) portals		10	4	6
	PC9. promote content on social media platforms to generate brand mentions, social shares, reviews, likes and comments		10	3	7

	PC10. create and upload high quality videos on YouTube and other video submission sites		10	3	7
		Total	100	30	70
4. MES/N0720 (Track rankings and prepare reports)	PC1. track the rankings of keywords in search results using the available keyword tracking tools	100	15	5	10
	PC2. analyze the keyword tracking results and compare it with the key competitors		15	5	10
	PC3. create a report summarizing the performance of search engine optimization activities and its impact on keyword rankings		20	7	13
	PC4. document the website traffic and conversions through organic channels by using the web analytics tools		20	7	13
	PC5. analyze the website traffic results and compare it with the key competitors		15	3	12
	PC6. create a report summarizing the impact of search engine optimization activities on the website traffic and conversions from the organic channel		15	3	12
		Total	100	30	70
5. MES/N0104 (Maintain workplace health and safety)	PC1. maintain one's posture and position to minimize fatigue and the risk of injury	100	10	5	5
	PC2. maintain first aid kit and keep oneself updated on the first aid procedures		10	5	5
	PC3. identify and document potential risks like siting postures while using computer, eye fatigue and other hazards in the workplace		5	2	3
	PC4. accurately maintain accident reports		5	2	3
	PC5. report health and safety risks/ hazards to concerned personnel		10	5	5
	PC6. participate in organization health and safety knowledge sessions and drills		10	5	5
	PC7. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	5
	PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	5
	PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	2	3
	PC10. ensure own personal health and safety, and that of others in the workplace though precautionary measures		5	2	3
	PC11. identify and recommend opportunities for improving health, safety, and security to the		5	2	3

	designated person				
	PC12. report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		5	2	3
	PC13. follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		5	2	3
	PC14. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	3
		Total	**100**	**46**	**54**