**Certification in Search Engine Optimization**

Session One

History of Search

Introduction to SEO

On-Page Best Practices

Keyword Research and Competitive Analysis

Session Two

Making Design and Architecture SEO Friendly

Website Optimisation

Session Three

Link Building

Social, Local, Mobile SEO strategies

Session Four

SEO Site Audit

Algorithm Updates

SEO Tracking

Session Five

SEO as a career option

Future of SEO