Course Title: **Search Engine Optimization (SEO)**

Pre-Requisite: Basic Web Development or any markup programming language such as HTML or XML.

Duration: Five (5) Days

Class Schedule: 9:00am to 5:00pm

Total Hours: 35 Hours (10 Hours Lecture | 25 Hours Workshop)

Course Description: This class covers the fundamental skills needed for implementing a search engine optimized-website. It presents the key principles design format, and implementation of a web page and its content, readable for search engines, organically. This course also offers the mechanism how to assess the standing of a particular website, which may act as feedback for all SEO efforts.

Course Objectives: At the end of this course, the student shall be able to:

- Understand how search engines reads, crawls, indexes, and ranks a webpage.
- Implement a webpage that is optimized for the search engines, its corresponding search queries, and its target assessment.
- Learn practical and apply these certain strategies in transforming a basic web page.

Requirements: Exercises, Hands-on Laboratory Activities

Course Contents:

- Search Engine and Search Results
- How does Search Engines ranks its results
- What are the qualifications for your web site/page to be indexed
- Understanding how contents are picked up
- How to improve the quality of my content
- Choosing the appropriate architecture for my web site/page
- How to structure and format my content
- Considering off-the-page SEO and how to support it
- Testing my formatted content
- Feedback mechanism for listing/indexing

References:
