



MICRO-CERTIFICATION IN LOCAL SEO & SEO PROJECT ESSENTIALS

In the competitive landscape of online visibility, mastering the intricacies of Search Engine Optimization (SEO) is essential. The Micro-Certification in Local SEO & SEO Project Essentials at NBUC is meticulously designed to empower professionals with the skills necessary to optimize websites for search engines and drive local business success.



Delivery mode: Online
Duration of study: 7 Weeks / 14 Hours
Level: Advanced

Program Overview

Local SEO is a specialized field that focuses on optimizing online presence for location-based searches. This micro-certification program is tailored for digital marketers, business owners, SEO specialists, and anyone eager to enhance their skills in local SEO and project management for SEO campaigns.

Assessment

- Coursework: 80%
- Examination: 20%

PROGRAM STRUCTURE

The Micro-Certification comprises modules covering essential aspects of local SEO, SEO strategies, and project management for SEO campaigns. Participants will engage in hands-on exercises, case studies, and real-world scenarios to gain practical experience in implementing local SEO techniques and managing SEO projects.

ENROLL TODAY

Whether you're a digital marketer aiming to enhance your local SEO skills or a business owner seeking to improve online visibility in your local community, the Micro-Certification in Local SEO & SEO Project Essentials at NBUC is your pathway to success.

Enroll today and take the first step toward becoming a proficient local SEO specialist and SEO project manager!

Why NBUC?

At NBUC, we are committed to providing industry-relevant education that empowers individuals to thrive in their professional endeavors. Our experienced instructors bring a wealth of knowledge and real-world insights to the program, ensuring participants are well-prepared to navigate the dynamic field of local SEO and SEO project management.

KEY LEARNING OBJECTIVES

- **Foundations of SEO:**
 1. Explore the fundamentals of SEO and its role in online visibility.
 2. Understand how search engines rank websites and the factors that influence rankings.
- **Local SEO Strategies:**
 1. Dive into the nuances of local SEO and its importance for businesses targeting local audiences.
 2. Learn techniques for optimizing Google My Business, local citations, and online
- **Keyword Research and On-Page Optimization:**
 1. Master the art of keyword research and how it informs on-page optimization.
 2. Understand on-page SEO elements, including meta tags, header tags, and content optimization.
- **SEO Project Management:**
 1. Explore project management essentials for SEO campaigns, including goal setting, timeline creation, and resource allocation.
 2. Learn to use project management tools for efficient collaboration and campaign tracking.

COURSE PROGRESSION

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

Diploma in Digital Marketing Technology

TO REGISTER OR ENQUIRE

Contact: +60 88 218 230

Whatsapp: +60 13-558 3476

Email: microcredential@nbuc.edu.my



NORTH BORNEO UNIVERSITY COLLEGE (DK U001-02(S))
Wisma Angkatan Hebat, 1 Borneo, Jalan Sulaman,
88400 Kota Kinabalu, Sabah

    NorthBorneoUC | www.nbuc.edu.my