



# MICRO-CERTIFICATION IN SEARCH ENGINE ALGORITHMS

In the digital age, understanding the intricate workings of search engines is pivotal for online success. The Micro-Certification in Search Engine Algorithms at NBUC is designed to demystify the algorithms that power search engines, providing professionals and enthusiasts with the knowledge and skills to optimize content for maximum visibility.



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

## Program Overview

Search engines are the gatekeepers of online information, and their algorithms play a central role in determining what content surfaces to users. This micro-certification program is tailored for digital marketers, SEO specialists, web developers, and anyone keen on mastering the algorithms that drive search engine rankings.

## Assessment

- Coursework: 80%
- Examination: 20%

## PROGRAM STRUCTURE

The Micro-Certification comprises modules covering essential aspects of search engine algorithms, from foundational principles to practical optimization strategies. Through hands-on exercises, case studies, and real-world scenarios, participants will gain practical experience and actionable insights.

## ENROLL TODAY

Whether you're a digital marketer seeking to enhance your SEO skills or a web developer aiming to create search-friendly websites, the Micro-Certification in Search Engine Algorithms at NBUC is your gateway to mastering the algorithms that shape online visibility.

Enroll today and take the first step toward becoming a proficient search engine algorithms specialist!

## 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 receive cutting-edge skills that are applicable in diverse professional contexts.

## KEY LEARNING OBJECTIVES

- **Fundamentals of Search Engines:**
  1. Explore the basics of search engines, their evolution, and their significance in the digital landscape.
  2. Understand the role of search engine algorithms in indexing and ranking content.
- **Algorithmic Ranking Factors:**
  1. Dive into the key factors that search engine algorithms consider when ranking web pages.
  2. Learn about on-page factors, off-page factors, and technical considerations.
- **Google Algorithm Updates:**
  1. Stay updated on major Google algorithm changes and their impact on search results.
  2. Understand how to adapt strategies in response to algorithm updates.
- **Optimizing for Search Engine Algorithms:**
  1. Learn practical techniques for optimizing content to align with search engine algorithms.
  2. Understand the importance of ethical and white-hat SEO practices.

## 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

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