



# MICRO-CERTIFICATION IN SEARCH ENGINE OPTIMIZATION

In the digital era, where online visibility is synonymous with success, mastering the art and science of Search Engine Optimization (SEO) is essential. The Micro-Certification in Search Engine Optimization at NBUC is meticulously crafted to empower professionals and enthusiasts with the skills needed to navigate the ever-evolving SEO landscape.



**Delivery mode:** Online

**Duration of study:** 7 Weeks / 14 Hours

**Level:** Advanced

## Program Overview

SEO is the cornerstone of digital marketing, determining the visibility and accessibility of online content. This micro-certification program is designed for digital marketers, website owners, content creators, and anyone eager to enhance their online presence by leveraging the power of SEO.

## Assessment

- Coursework: 80%
- Examination: 20%

## PROGRAM STRUCTURE

The Micro-Certification comprises modules covering essential aspects of SEO, from foundational principles to advanced optimization strategies. Participants will engage in hands-on exercises, case studies, and real-world scenarios to gain practical experience in implementing SEO techniques.

## ENROLL TODAY

Whether you're a digital marketer aiming to enhance your SEO skills or a business owner seeking to improve online visibility, the Micro-Certification in Search Engine Optimization at NBUC is your pathway to success.

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

## Why NBUC?

At NBUC, we are dedicated 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 SEO.

## KEY LEARNING OBJECTIVES

- **Understanding SEO Fundamentals:**
  1. Explore the foundational principles of SEO and its role in online marketing.
  2. Understand the importance of search engines and their impact on web traffic.
- **On-Page and Off-Page Optimization:**
  1. Dive into the intricacies of on-page optimization, including keyword research, meta tags, and content structure.
  2. Explore off-page optimization strategies, including link building and social signals.
- **Technical SEO:**
  1. Learn about technical SEO aspects, including website speed, mobile optimization, and site structure.
  2. Understand the role of sitemaps, robots.txt, and canonicalization in SEO.
- **SEO Analytics and Reporting:**
  1. Gain insights into SEO analytics tools and how to interpret data for informed decision-making.
  2. Learn to create comprehensive SEO reports to track performance and identify areas for improvement.

## COURSE PROGRESSION

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

Diploma in Digital Marketing Technology



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

    NorthBorneoUC | [www.nbuc.edu.my](http://www.nbuc.edu.my)

## TO REGISTER OR ENQUIRE

Contact: +60 88 218 230

Whatsapp: +60 13-558 3476

Email: [microcredential@nbuc.edu.my](mailto:microcredential@nbuc.edu.my)