

# MES /Q0704 : Search Engine Optimization Executive

(The MES/Q0704 is for third semester )

There are total 5 MES/Q selected for third semester. There are as following. Examination for the third semester has to be based on 5 MES/Q.

## 1. MES/N0707 Research and create list of key words

This unit is about creating the list of keywords to target for search engine optimization after carrying out the keyword research.

Topic covered :

- Brief history of the web
- Create a list of products/ service provided by the company
- List out search terms that potential customers might use to search for those product/ service
- Identify the right keywords to target by using the available keyword search tools
- Evaluate the keyword by their search volume and competition
- Prepare the final lists of keywords by using the quantitative data provided by keywords research tools.
- Identify the mix of both head and long tail terms to keep in the final list
- Create an excel file for the final list of the keywords with their key statistics like search search volume , difficulty level, competitive and search region.

## 2. MES/N0718 Implement on page optimization

This OS unit is about performing the on-page search engine optimization tasks to get higher website ranking in the search results.

Topic Covered:

- Use the on-page website analysis tools to identify the issues.
- Sort the issues for the most critical to least critical so that they can be prioritized and resolved accordingly .
- Set the timelines for resolving each identified website's on page issue.
- Create meta tags including the title and description of all websites pages.
- Optimize the URLs of websites pages by including the primary keywords in it.
- Include headline tags (Like H1, H2 etc) in the content of all pages.
- Optimize images on a page by using 'ALT Text' and adding a proper caption.
- Create internal links to the relevant pages of the website.
- Create outbound links to other related external website pages.

## 3. MES/N0719 Implement off-page optimization

This OS unit is about doing off page search engine optimization and carry out links building activities to improve the rankings of a website.

Topic Covered:

- Find out the back links profile of the website of key/ competitors
- Check the domain and page authority of competitors's website
- Fill the alexa rankings and website traffic statistics of key competitors
- Create a comparison report to analyze company's position against competitors

#### **4. MES/N0720 Track ranking and prepare reports**

**This OS unit is about tracking the keyword ranking and preparing the performance reports of search engine optimization projects for stakeholders.**

##### **Topic Covered:**

- Writing for search engines and knowledge of search engines
- Track the ranking of keywords in search results using the available keyword tracking tools
- Analyze the keyword tracking result and compare it with the key competitors
- Create the report summarizing the the performace of search engine optimization activities and its impact on keyword rankings.
- Documents the website traffic and conversions through organic channels by using the web analytical tools.
- Analyze the website traffic results and compare it with the key competitors

#### **5. MES/N 0104 Maintain workplace health and safety**

**This OS unit is about contributing towards maintaining a healthy, safe and secure working environment**

##### **Topic Covered:**

- Understanding the health, safety and security risks prevalent in the workplace
- Knowing the people responsible for health and safety and the resources available
- Identify the reporting risks
- Complying with the procedure in the event of an emergency
- Maintain one's posture and position to minimize the fatigue and risks of the injury
- Maintain the first aid and keep oneself updated on the first aid procedure
- Accurately maintain accidents reports
- Report health and safety risks hazards to concerned personnel