



iUniversity
BY IYDA

Executive Certificate in SEO & Content Marketing

iUniversity by IYDA

Duration	4 Months
Course Hours of Learning	120 Hours
Mode	Online / Offline / Hybrid
Eligibility	10+2 / Graduate / Working Professionals
Level	Beginners to Advanced

Module 1: Introduction to SEO

Practical learning through hands-on assignments, projects, and real-world applications.

Module 2: Keyword Research & Planning

Practical learning through hands-on assignments, projects, and real-world applications.

Module 3: On-Page SEO Optimization

Practical learning through hands-on assignments, projects, and real-world applications.

Module 4: Technical SEO

Practical learning through hands-on assignments, projects, and real-world applications.

Module 5: Off-Page SEO & Link Building

Practical learning through hands-on assignments, projects, and real-world applications.

Module 6: Content Marketing Strategy

Practical learning through hands-on assignments, projects, and real-world applications.

Module 7: Blog Writing & Copywriting

Practical learning through hands-on assignments, projects, and real-world applications.

Module 8: Content Distribution & Promotion

Practical learning through hands-on assignments, projects, and real-world applications.

Module 9: AI Tools for Content Creation

Practical learning through hands-on assignments, projects, and real-world applications.

Module 10: SEO Analytics & Reporting

Practical learning through hands-on assignments, projects, and real-world applications.

Module 11: Local SEO & Reputation Management

Practical learning through hands-on assignments, projects, and real-world applications.

Module 12: Capstone Project & Industry Case Studies

Practical learning through hands-on assignments, projects, and real-world applications.