

SEO



SCAN ME

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The TRACS

Search Engine Optimization

Course

Search engines are integral components of the World Wide Web and help users find information and content on the internet. Based on their search queries, users locate the most relevant information through various search engines. A major implication is that search is meant for users and search engines must give them the appropriate results. Over the years, search engines have evolved not only to recognize text but also interactive media and as a result there is a long list of factors used by search engines like Google to rank websites.

A website needs to be highly visible on the search engine results page (SERP) and must be easy for search engines to access. SEO is the science of improving a website's visibility across results from various search engines. It is a methodology for generating traffic by making a website visible in search engine results via organic or paid techniques.

With its outstanding infrastructure and exceptional trainers, TRACS, is leading the way in delivering professional digital courses like SEO for developing relevant skills in you which can be leveraged for filling SEO related positions in various companies in different industries as the demand for SEO qualified professionals surges across the globe.

We warmly invite you to visit our office or book an appointment for one-on-one meeting with our experts to get a better idea of our SEO course and how you can advance your careers as an SEO professional.



Program Structure

TRACS SEO course is for eight weeks with classes held on every Monday & Friday according to the following schedule

Duration: 8 Weeks	Course Outline	
Week 1	Day 1: Introduction to SEO Day 2: WORDPRESS	
Week 2	Day 1: WORDPRESS Day 2: WORDPRESS	
Week 3	Day 1: Creating WORDPRESS Website Day 2: Keyword Research	
Week 4	Day 1: On-page SEO Day 2: On-page SEO	
Week 5	Day 1: UI and UX according to SEO Day 2: Technical SEO	
Week 6	Day 1: Link building (Off-page SEO) Day 2: Link building (Off-page SEO)	
Week 7	Day 1: Local SEO Day 2: SEO site audit	
Week 8	Day 1: Algorithm updates Day 2: Final project	
Days	Timings	Fee
Monday & Friday	06:00PM – 07:30PM	PKR 20,000

The TRACS **SEO** Faculty

Mr. Sonan Nadeem

Mr. Sonan is a SEO expert who has worked in diverse lines of businesses for different products and services across the globe. He has done extensive work in various fields of digital marketing and has trained hundreds of students in this area. With over 8 years of professional experience in his domain, he is currently running his own marketing agency and successfully handling his digital marketing communications consultancy services.

Mr. Muhammad Farhan Riaz

Mr. Farhan is a PhD scholar in Economics at University of the Punjab. He is an expert in digital marketing, research and data analytics. He is a certified associate commodity broker and associate member of FMP Institute of Financial Markets of Pakistan. He has been coaching marketing in different public and private sector institutes besides working as Head of R&D at Enrichers Investment Group. Mr. Farhan is currently Director (Academics) at TRACS.

Mr. Muhammad Shahbaz Khan

Mr. Shahbaz is a certified SEO instructor with around five years' professional experience in the areas of SEO and digital marketing. He is result driven and possesses expertise in increasing search visibility of business websites. Mr. Shahbaz holds a BS in Software Engineering.