Postgraduate Certificate
SEO Variable Analysis

tech technological university

Postgraduate Certificate
SEO Variable Analysis

Language: **English**

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Teaching Hours: **100 hours.**

Aimed at: **graduates and professionals with demonstrable experience in the sector**

Website: **www.techtitute.com/pk/school-of-business/postgraduate-certificate/seo-variable-analysis**

Index

01
Welcome

There are many variables when it comes to SEO optimization. From the indexability of the page to its contents, tags and headers, a good SEO analyst must know the intricacies that Google presents when it comes to positioning pages in its search engine. Therefore, professionals in this field who want to stand out must be prepared to promptly analyze and detect all the variables that can be improved for a page's SEO. This TECH program offers students all the tools they require to stand out as true experts in SEO analysis and, consequently, improve their own status, as well as their working and economic conditions.

Postgraduate Certificate in SEO Variable Analysis TECH Technological University

" *Become an expert in SEO under the guidance of the best professionals at TECH"*

02
Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ | **200+**
executives trained each year | different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ | collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH you will have access to the most rigorous and up-to-date case analyses in academia"
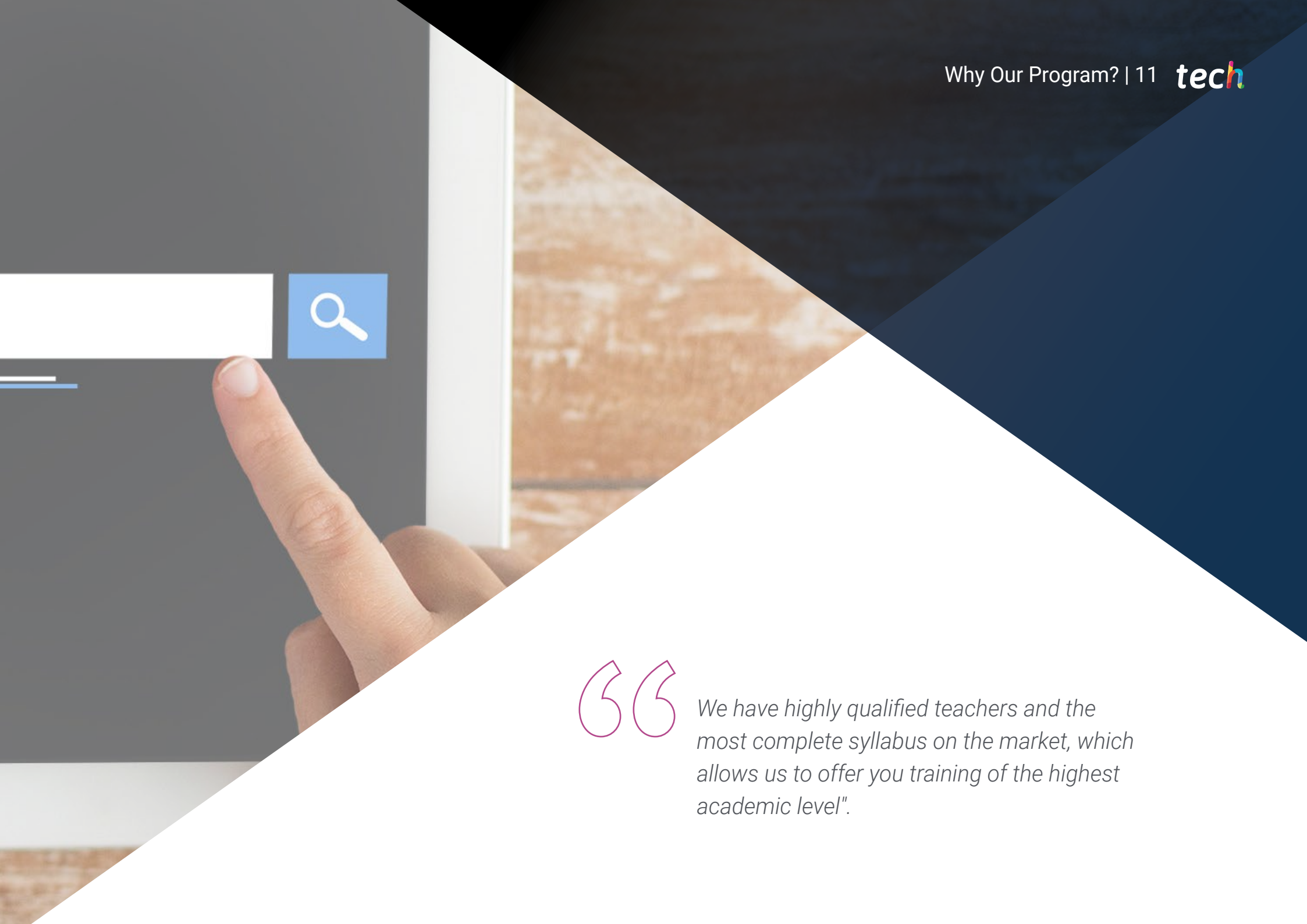
Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.
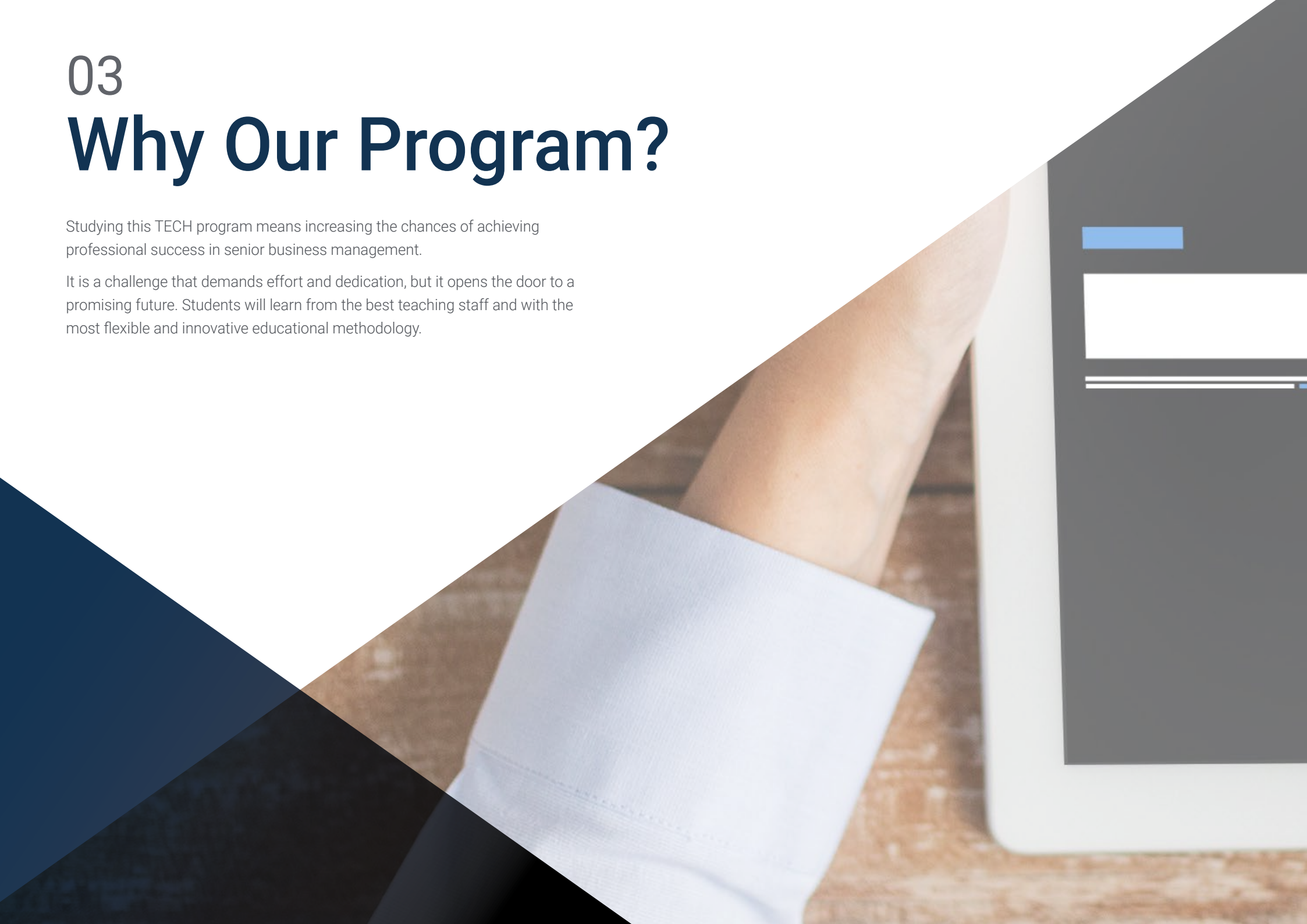
We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level".

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06 Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07 Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08 You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world-renowned teachers.

04
Objectives

The main program objective is to consolidate student knowledge of SEO, so that they master the analysis of web pages and efficiently detect all the variables that can be improved for positioning in Google. As a result, future graduates will stand out for their excellent professional qualities, which will generate multiple opportunities for growth in their field.

"It's the ideal time for you to specialize in SEO and get the improvement you are looking for"

TECH makes the goals of their students their own goals too. Working together to achieve them.

The **Postgraduate Certificate in SEO Variable Analysis** trains students to:

01 Know how to audit the indexability of a website and its objectives

02 Define the keywords of a business based on different variables and tools

03 Understand the relevance of structured markers in terms of SEO

04 Study the importance of linkbuilding strategies and their importance for organic positioning

05 Know how we can be penalized and how to get out of a Google penalty

06 Identify the relevance factors and how to take advantage of them to improve off-page SEO

05
Structure and Content

This Postgraduate Certificate has been structured to provide students with essential knowledge in quality SEO analysis, following an innovative educational methodology that ensures maximum use of all the material taught. Therefore, students will find both theoretical and practical content with which to specialize in this branch of SEO and, at the same time, increase their professional expectations.

This Postgraduate Certificate will be the key that will lead you to a better business position. Don't think twice and enroll now"

Syllabus

The Postgraduate Certificate in SEO Variable Analysis prepares students for real situations in the business world, where they will have to use all the methodology acquired to make a correct assessment of the organic positioning of a website and detect ways of improving it.

As such, in the 100 hours provided, students will find real cases where they can appreciate, in a contextual and true way, the use of SEO analysis tools to subsequently polish and improve all those details of web positioning.

With such a complete study plan, students will be able to appreciate how to improve their daily work methodology even before finishing the training, given the effort the teaching staff made to include the most current and useful content possible.

This Postgraduate Certificate takes place over 1 month and is divided into 3 modules:

Module 1	Indexability
Module 2	Contents
Module 3	Popularity

Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the student to self-manage his or her study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Indexability

1.1. Indexability Audit

1.1.1. Access to Search Engines: Traceability
1.1.2. robots.txt File
1.1.3. Sitemap
1.1.4. HTTP Status Codes
1.1.5. Indexability Analysis Objectives

1.2. Diagnosis

1.2.1. Indexed Pages
1.2.2. *Google Search Console*
1.2.3. Google Cache
1.2.4. Robot Vision
1.2.5. Domain Analysis
1.2.6. Content Analysis
1.2.7. *Screaming Frog*

Module 2. Contents

2.1. Content Organization

2.1.1. Keyword Study
2.1.2. Main Search Tools: *Keywords*
2.1.3. Web Page Organization, Design and Esthetics
2.1.4. Types of Content

2.2. Content Optimization

2.2.1. URL
2.2.2. Title
2.2.3. Target Tags
2.2.4. Headings
2.2.5. Content Body
2.2.6. Images
2.2.7. Videos

2.3. Structured Bookmarks

2.3.1. What Is Structured Data?
2.3.2. *Schema.org*
2.3.3. Enhanced Fragments
2.3.4. Implementation Methods

Module 3. Popularity

3.1. Off Page Relevance Factors

3.1.1. Links: *Follow/Nofollow*
3.1.2. *Anchor Text*
3.1.3. Popularity
3.1.4. Typology
3.1.5. Relevance
3.1.6. Diversity
3.1.7. Speed
3.1.8. Location
3.1.9. Language:

3.2. Link Identification
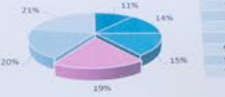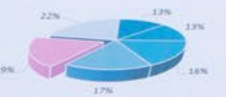
3.2.1. *Google Search Console*
3.2.2. *Majestic*
3.2.3. *Open Site Explorer: Domain Authority*
3.2.4. *Ahrefs*
3.2.5. *Sistrix*
3.2.6. *SEMrush*

3.3. Search Engine Penalties

3.3.1. *Negative SEO*
3.3.2. *Google Penguin*
3.3.3. *Disavow Tool*
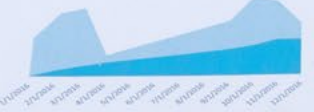
06

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: *Relearning.*

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the *New England Journal of Medicine* have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content.

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world."

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments."

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, students will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

08 competencies testing (retesting)

03 testing

07 case based learning through storytelling

04 learning from an expert

06 Von-Restorff effect

05 neurocognitive context dependent learning

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then adapted in audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

30%

15%

4%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Our Students' Profiles

This course is aimed at all professionals with an interest in SEO positioning and the analysis of its variables. Students from marketing and entrepreneurship fields usually choose this specialization to focus their careers, although it is also useful for anyone seeking to improve the organic positioning of their personal or professional projects.

"

If your career path needs a quality boost, you've come to the right place"

Average Age

Between **35** and **45** years old

Years of Experience

10 to 15 years **16%**

More than 5 years **19%**

Up to 5 years **38%**

From 5 to 10 years **27%**

Training

Marketing **49 %**

Engineering **24%**

Economics **16%**

Other **11%**

Academic Profile

Entrepreneurs **43 %**

Industry **20%**

Services **27 %**

Other **10%**
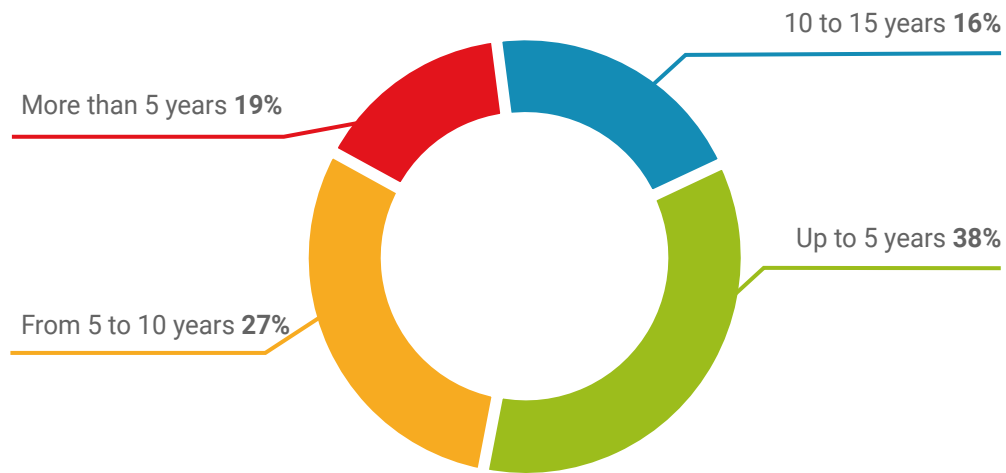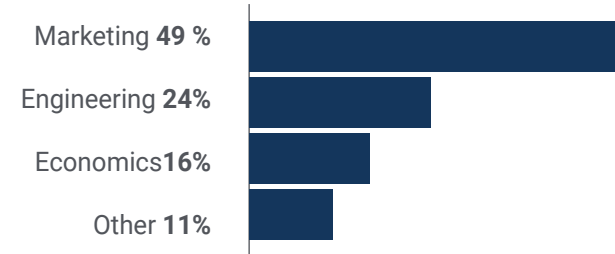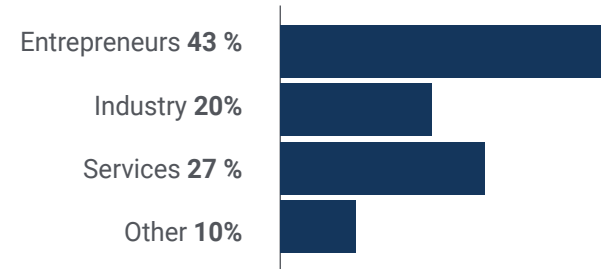
Geographical Distribution

U.S **4%**

Spain **62%**

Mexico **29%**

Colombia **5%**

Luis Sánchez Ortiz

Marketing Director

"I was looking for a program that would allow me to enhance my professional career with a clear digital focus, without losing the essential marketing activity any business must contain. The Postgraduate Certificate in SEO Variable Analysis from TECH Technological University has provided me with that vision"

Course Management

The program's teaching staff includes leading experts in marketing management, who bring their years of work experience to this program. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for students.

We have the best teaching team to help you to specialize in a highly-demanded field"

International Guest Director

Colin Lee is a successful **mobile application developer**, specializing in **native Android code**, whose influence extends internationally. The Postgraduate Diploma is an **authority in the Twin Cities area and in the handling of Kotlin**. One of his most recent contributions was to demonstrate, in live code, **how to quickly build a browser** using the aforementioned programming language and Mozilla's open source browser components for Android.

In addition, his applications have been linked to globally significant companies. For example, he was in charge of creating **digital solutions for Pearson**, one of the largest international publishers. He also developed a low-level Android video recorder for the startup Flipgrid, later acquired by Microsoft.

He also built a successful Android VPN for a **large client in the consulting world**. In turn, he is the creator of a freight management tool implemented by the transnational **Amazon** to facilitate the work of its contracted truckers. On the other hand, he has helped build the **mobile versions of the Firefox browser** for Mozilla.

Today, he performs work as a contractor, including **code reviews and security checks**. His impact on mobile application development and his experience over the years make him a leading figure in the global technology arena.
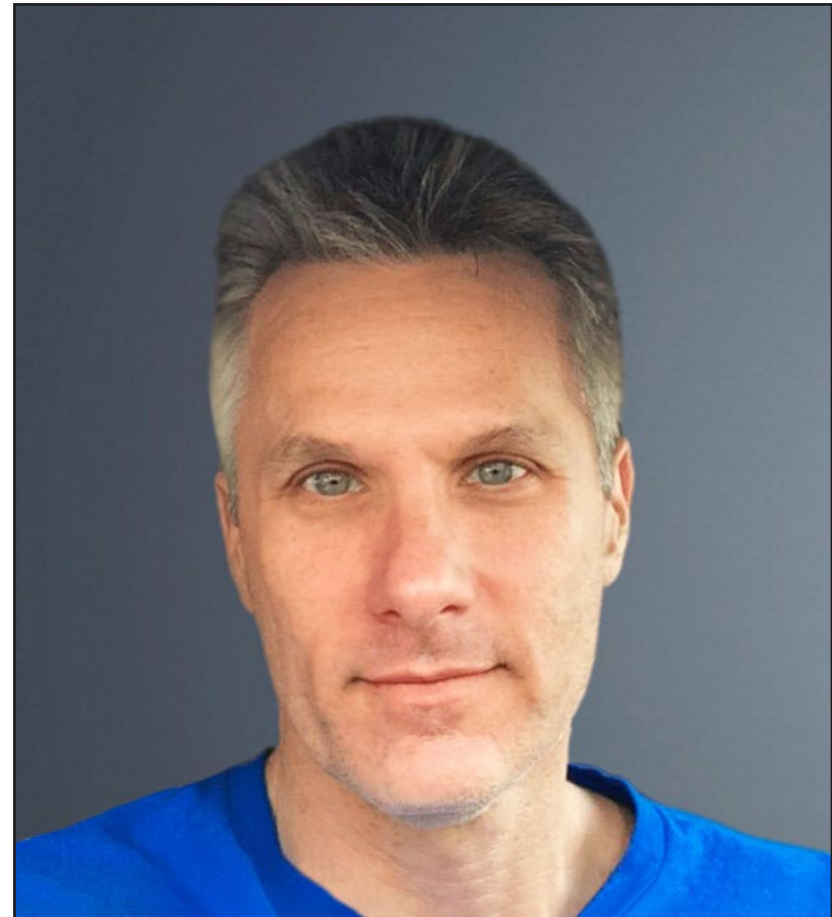
Mr. Stevenson, Scott

- Director at ColinTheShots LLC
- Android Software Engineer for Specto Inc.
- Senior Android Engineer for Mozilla
- Software Development Engineer for Amazon
- Mobile Application Engineer for Flipgrid
- Software Configuration Specialist for Pearson VUE
- Bachelor's Degree from the University of Florida

" *Thanks to TECH you will be able to learn with the best professionals in the world"*

Management

Mr. Galán, José

- Degree in Advertising and Public Relations
- Specialist in e-Commerce, SEO, and SEM
- Has worked in Online Marketing for over 10 years on several projects and for companies in various sectors
- Blogger at "*Cosas sobre Marketing Online*" (Things about Online Marketing).

09
Impact on Your Career

TECH ensures the greatest possible impact on the career paths of its students through quality teaching, with the most relevant content in the field of SEO analytics. Thus, with a unique set of skills, graduates will have a better chance of moving up the career ladder in the field of organic SEO analytics.

TECH's challenge is to help you improve your position in the field of SEO analysis. Hence, our total involvement: you will feel supported at all times by a group of professionals who want to see you grow"

Are you ready to take the leap?
Excellent professional development awaits you

This program prepares its students for the most common challenges and problems when facing SEO analysis for any type of website, using the most innovative tools in the field, standing out for its high level preparation and ability to solve problems.

Don't wait any longer and train yourself with TECH in the most rigorous and current SEO analysis.

If you want to make a positive change in your profession, this SEO specialization will be key to achieving it.

When the change occurs

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of change

Internal Promotion **49%**

Change of Company **45%**

Entrepreneurship **8%**
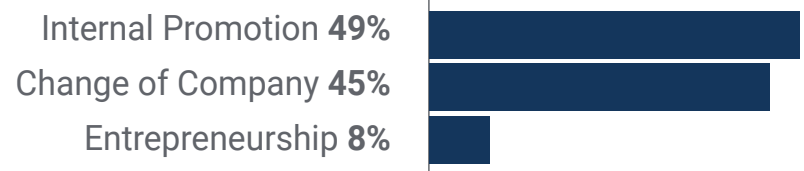
Salary increase

This program represents a salary increase of more than **25%** for our students.

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

10

Benefits for Your Company

Companies need to be well positioned in Google search engines in order to reach the largest possible number of customers. Therefore, the benefits of incorporating a good SEO analyst are multiple, since they will be able to detect and improve all the possible web deficiencies that prevent the page from taking off in organic positioning.

Formalize your registration today and become the SEO professional that every company wants to have"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company itself

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will be in contact with the main markets of the world economy.

05

Project Development

The professional can work on a real project or develop new projects in the field of R&D or Business Development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward

11 Certificate

The Postgraduate Certificate in SEO Variable Analysis guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Certificate in SEO Variable Analysis** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University via tracked delivery.**

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in SEO Variable Analysis**

Official Nº of Hours: **100 hours.**

tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

SEO Variable Analysis

This is a qualification awarded by this University, equivalent to 100 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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