

Government of Pakistan

National Vocational and Technical Training Commission

Prime Minister's Hunarmand Pakistan Program

"Skills for All"



Course Contents / Lesson Plan

Course Title: Digital Marketing & Search Engine Optimization (SEO)

Duration: 6 Months

Revised Edition

Trainer Name	
Course Title	Digital Marketing & Search Engine Optimization (SEO)
Objectives and Expectations	<p>Employable skills and hands-on practice for Digital Marketing & Search Engine Optimization (SEO)</p> <p>The course offers an in-depth exploration of fundamental concepts and theories influencing the online customer journey from a potential prospect to a buying customer. With the proper understanding of these, students would be able to design effective Digital Marketing campaigns on any channel and medium.</p> <p>The core and basic objectives of this course are to enable the aspiring entrepreneurs to decide what business to start and most importantly equip them with tools and knowledge to achieve initial traction & scale by viable Digital Marketing. This course develops skills to identify emerging marketing opportunities by challenging conventional wisdom and going out of the box. Besides, a great deal of emphasis is laid on a new business idea created and distributing it with the help of hands-on world-renowned conventional and unconventional marketing. Real-time case studies and relevant articles would be integrated throughout the course.</p> <p><u>Main Expectations:</u></p> <p>In short, the course under reference should be delivered by professional instructors in such a robust hands-on manner that the trainees are comfortably able to employ their skills for earning money (through wage/self-employment) at its conclusion.</p> <p>This course thus clearly goes beyond the domain of the traditional training practices in vogue and underscores an expectation that a market-centric approach will be adopted as the main driving force while delivering it. The instructors should therefore be experienced enough to be able to identify the training needs for the possible market roles available out there. Moreover, they should also know the strengths and weaknesses of each trainee to prepare them for such market roles during/after the training.</p> <ol style="list-style-type: none"> i. Specially designed practical tasks to be performed by the trainees have been included in the Annexure-I to this document. The record of all tasks performed individually or in groups must be preserved by the management of the training Institute clearly labeling name, trade, session, etc so that these are ready to be physically inspected/verified through monitoring visits from time to time. The weekly distribution of tasks has also been indicated in the weekly lesson plan given in this document. ii. To materialize the main expectations, a special module on <u>Job Search & Entrepreneurial Skills</u> has been included in the latter part of this course (5th & 6th month) through which, the trainees will be made aware of the Job search techniques in the local as well as international job markets (Gulf countries). Awareness around the visa process and immigration laws of the most favored labor destination countries also form a part of this module. Moreover, the trainees would also be encouraged to venture into self-employment and exposed to the main

requirements in this regard. It is also expected that a sense of civic duties/roles and responsibilities will also be inculcated in the trainees to make them responsible citizens of the country.

iii. A module on **Work Place Ethics** has also been included to highlight the importance of good and positive behavior at the workplace in the line with the best practices elsewhere in the world. An outline of such qualities has been given in the Appendix to this document. Its importance should be conveyed in a format that is attractive and interesting for the trainees such as through PPT slides +short video documentaries. Needless to say that if the training provider puts his heart and soul into these otherwise non-technical components, the image of the Pakistani workforce would undergo a positive transformation in the local as well as international job markets.

To maintain interest and motivation of the trainees throughout the course, modern techniques such as:

- Motivational Lectures
- Success Stories
- Case Studies

These techniques would be employed as an additional training tool wherever possible (these are explained in the subsequent section on Training Methodology).

Lastly, evaluation of the competencies acquired by the trainees will be done objectively at various stages of the training and a proper record of the same will be maintained. Suffice to say that for such evaluations, practical tasks would be designed by the training providers to gauge the problem-solving abilities of the trainees.

(i) **Motivational Lectures**

The proposed methodology for the training under reference employs motivation as a tool. Hence besides the purely technical content, a trainer is required to include elements of motivation in his/her lecture. To inspire the trainees to utilize the training opportunity to the full and strive towards professional excellence. Motivational lectures may also include general topics such as the importance of moral values and civic role & responsibilities as a Pakistani. A motivational lecture should be delivered with enough zeal to produce a deep impact on the trainees. It may comprise of the following:

- Clear Purpose to convey the message to trainees effectively.
- Personal Story to quote as an example to follow.
- Trainees Fit so that the situation is actionable by trainees and not represent a just idealism.
- Ending Points to persuade the trainees on changing themselves.

A good motivational lecture should help drive creativity, curiosity, and spark the desire needed for trainees to want to learn more.

The impact of a successful motivational strategy is amongst others commonly visible in increased class participation ratios. It increases the trainees' willingness to be engaged on the practical tasks for a longer time without boredom and loss of interest because they can see in their mind's eye where their hard work would take them in short (1-3 years); medium (3 -10 years) and long term (more than 10 years).

As this tool is expected that the training providers would make arrangements for regular well planned motivational lectures as part of a coordinated strategy interspersed throughout the training period as suggested in the weekly lesson plans in this document.

(ii) Success Stories

Another effective way of motivating the trainees is by means of Success Stories. Its inclusion in the weekly lesson plan at regular intervals has been recommended till the end of the training.

A success story may be disseminated orally, through a presentation or by means of a video/documentary of someone that has risen to fortune, acclaim, or brilliant achievement. A success story shows how a person achieved his goal through hard work, dedication, and devotion. An inspiring success story contains compelling and significant facts articulated clearly and easily comprehensible words. Moreover, it is helpful if it is assumed that the reader/listener knows nothing of what is being revealed. The optimum impact is created when the story is revealed in the form of:-

- Directly in person (At least 2-3 cases must be arranged by the training institute)
- Through an audio/ videotaped message (2-3 high-quality videos must be arranged by the training institute)

It is expected that the training provider would collect relevant high-quality success stories for inclusion in the training as suggested in the weekly lesson plan given in this document.

The suggestive structure and sequence of a sample success story and its various shapes can be seen in Annexure III.

(iii) Case Studies

Where a situation allows, case studies can also be presented to the trainees to widen their understanding of the real-life specific problem/situation and to explore the solutions.

In simple terms, the case study method of teaching uses a real-life case example/a typical case to demonstrate a phenomenon in action and explain theoretical as well as practical aspects of the knowledge related to the same. It is an effective way to help the trainees comprehend in depth both the theoretical and practical aspects of the complex phenomenon in depth with ease. Case teaching can also stimulate the trainees to participate in discussions and thereby boost their confidence. It also makes the classroom atmosphere interesting thus maintaining the trainee interest in training till the end of the course.

Depending on suitability to the trade, the weekly lesson plan in this document may suggest case studies be presented to the trainees. The trainer may adopt a PowerPoint presentation or video format for such case studies whichever is deemed suitable but only those cases must be selected that are relevant and of a learning value.

The Trainees should be required and supervised to carefully analyze the cases.

For the purpose, they must be encouraged to inquire and collect specific

	<p>information/data, actively participate in the discussions, and intended solutions to the problem/situation.</p> <p>Case studies can be implemented in the following ways: -</p> <ol style="list-style-type: none"> i. A good quality trade-specific documentary (At least 2-3 documentaries must be arranged by the training institute) ii. Health & Safety case studies (2 cases regarding safety and industrial accidents must be arranged by the training institute) iii. Field visits(At least one visit to a trade-specific major industry/ site must be arranged by the training institute)
Entry-level of trainees	Intermediate
Learning Outcomes of the course	<p>After completing this course, students should be able to:</p> <ul style="list-style-type: none"> • Understand the social media foundations • Be able to fully audit social media of any entity • Understand how to set up a simple yet powerful marketing strategy for your eCommerce or any other business online • Understand Buyer Journey and using it Get Sales in Your Business • Use advanced features of the most popular social networks • Understand the basics of various Social Media Platforms • In-depth knowledge of Search Engine Optimization (SEO) • Optimize the social media pages including Facebook, LinkedIn profile. • Learn the power of Instagram • Use Google Business to benefit your local business and help your Search Engine Optimization. • In-depth hands-on Google Ads • Understand the fundamentals of content marketing • Use Web 2.0 blogs to further expand your reach with SEO and content marketing. • Understand the Power of Social Media Communities And How Powerful They Can Be For Brand Building • Create highly optimized and high-quality paid ads.

Course Execution Plan	<p>Total Duration of Course: 6 Months (26 Weeks) Class Hours: 4 Hours per day Theory: 20% Practical: 80% Weekly Hours: 20 Hours Per week Total Contact Hours: 520 Hours</p>
Companies offering jobs in the respective trade	<ol style="list-style-type: none"> 1. Freelancing on Upwork & Fiverr 2. Big Retail Businesses 3. Software Houses 4. Digital Marketing Agencies 5. E-commerce Agencies 6. B2B Businesses
Job Opportunities	<p>All over the world, there is a high demand for Digital Marketing and Search Engine Optimization. Nowadays you will find websites and apps on everything plus the increase in an online eCommerce business. This increase in usage of websites, apps android smart devices has created new opportunities for all to earn big and make a career out of this field. With the help of this course, we will be able to give technical training in Information Technology to our youth. There are also opportunities for start-up entrepreneurship due to the high demand in the market in the following designated jobs;</p> <ul style="list-style-type: none"> • Digital Marketing Experts • SEO Experts • Social Media Manager • E-commerce Expert • Lead Generation
No of Students	25
Learning Place	Classroom / Lab
Instructional Resources	<p>Learning Material:</p> <ul style="list-style-type: none"> • Facebook Blueprint • Google Analytics Conversion University • SEO MOZ • SE RoundTable • Ahrefs.com • Searchenginejournal.com • Semrush.com • Digital Marketing related Books • Multiple Online Courses and Webinars from International Experts

Schedule d Week	Module Title	Learning Units	Remarks
Week 1/26	Module – 1 Introduction	<ul style="list-style-type: none"> ● Motivational Lecture(<i>For further detail please see Page No: 3&4)</i> ● Course Introduction ● Success stories ● Job market ● Course Applications ● Institute/work ethics ● Orientation & Introduction to Entrepreneurship ● Introduction to E-commerce 	<ul style="list-style-type: none"> ● Home Assignment ● Task 1 ● Task 2 <p><i><u>Details may be seen at Annexure-I</u></i></p>
Week 2/26	Keywords Research	<ul style="list-style-type: none"> ● Success Story(<i>For further detail please see Page No: 3&4</i>) ● What Are Keywords? ● Types of Keywords ● Trends Monitoring and Rising Keywords as per your business/services category using Google Trends ● Find out the keyword popularity according to the region in Google Trends ● Know the average monthly searches of your keyword(s) using Google Keyword Planner ● Use Google Keyword Planner to extract related keywords ● Criteria to finalize the list of keywords 	<ul style="list-style-type: none"> ● Task 3 <p><i><u>Details may be seen at Annexure-I</u></i></p>
Week 3/26	On-Page	<ul style="list-style-type: none"> ● Motivational Lecture(<i>For further detail please see Page No: 3&4)</i> ● How to write effective Title, Meta Description, and Meta Keywords ● CTR – Click Through Rate ● Only being Top Ranked is not enough ● Heading Tags ● Why Content is KING? ● Keyword Placement in Content ● How do the web content guidelines have transformed over the years? 	<ul style="list-style-type: none"> ● Task 4 ● Task 5 <p><i><u>Details may be seen at Annexure-I</u></i></p> <ul style="list-style-type: none"> ● Home Assignment
Week 4/26	On-Page	<ul style="list-style-type: none"> ● Success Story(<i>For further detail please see Page No: 3&4</i>) ● Google Panda (The Latest Content Writing Guidelines) 	<ul style="list-style-type: none"> ● Task 6 <p><i><u>Details may be</u></i></p>

		<ul style="list-style-type: none"> • Keyword density • keyword stuffing (Over Optimization) • HTML Tags, an SEO should know • Image optimization • Internal links • URL/Permalinks • The detailed discussion on User Experience and Navigation • Implementation Redirect 301 • Why Robots.txt • Role of a sitemap and how to create • Anatomy of an SEO friendly Website 	<u>seen at Annexure-I</u>
Week 5/26	Google Search Console	<ul style="list-style-type: none"> • Motivational Lecture(<i>For further detail please see Page No: 3&4</i>) • Introduction To Google Webmasters Tools • Setting Up Google Search Console • Adding a property to Search Console • Verification • Enable Email Notifications • Sitemap submission to Google • Search Appearance -> HTML Improvement (Google Bot findings of your web pages) • Search Traffic Report -> The most important report • Google Index ->Index Status • Crawl -> Fetch As Google • Robots.txt tester • Critical Messages about your website 	Monthly Test 1 <ul style="list-style-type: none"> • Task 7 <u>Details may be seen at Annexure-I</u>
Week 6/26	Off-Page	<ul style="list-style-type: none"> • Success Story(<i>For further detail please see Page No: 3&4</i>) • In-Depth Discussion About OFF Page SEO • What does Google say about backlinks? • How to get backlinks? 	<ul style="list-style-type: none"> • Home Assignment • Task 8 <u>Details may be seen at Annexure-I</u>
Week 7/26	Off-Page	<ul style="list-style-type: none"> • Motivational Lecture(<i>For further detail please see Page No: 3&4</i>) • Link popularity • A detailed explanation of Google Penguin • How Google checks the "naturalness" of the backlinks? <ul style="list-style-type: none"> ○ Linking building according to the guidelines of Google Penguin 	<ul style="list-style-type: none"> • Monthly Test 2

Week 8/26	Off-Page	<ul style="list-style-type: none"> • Types and methods of link building • Do-follow VS no-follow links • Link Building Platforms • Success Story(<i>For further detail please see Page No: 3&4</i>) 	
Week 9/26	Module - 2 Google Ads	<ul style="list-style-type: none"> • Motivational Lecture(<i>For further detail please see Page No: 3&4</i>) • Paid Search vs. Organic Search • The Psychology of Search • Relevance, ROI, Reach • Targeting • Ranking • Costs & Payments • Search vs. Display • Reporting & Performance Metrics 	<ul style="list-style-type: none"> • Home Assignment
Week 10/26	Google Ads	<ul style="list-style-type: none"> • Success Story(<i>For further detail please see Page No: 3&4</i>) • Creating Ad Groups • Editing Ad Groups • Monitoring • Best Practices • Researching and identifying keywords and keyword phrases • Review match types • Discussing negative keywords • Aligning keywords with ad groups 	<ul style="list-style-type: none"> • Task 9 <i>Details may be seen at <u>Annexure-I</u></i>
Week 11/26	Google Ads	<ul style="list-style-type: none"> • Motivational Lecture(<i>For further detail please see Page No: 3&4</i>) • Text Ads • Image Ads • Video Ads • Mobile Ads • Rich Media Display Ads • Creating Enticing Ads • Testing New Ads • Best Practices • Google Search Network • Google Properties • Google Display Network • Mobile Targeting • Keyword Targeting • Language & Location Targeting • Placement Targeting • Location Extensions 	

Week 12/26	Module - 3 Introduction to Facebook Ad's	<ul style="list-style-type: none"> • Success Story(For further detail please see Page No: 3&4) • Introduction to Campaign Designing • Setting up Facebook Business Page • Identify the difference between Facebook Page and Facebook Group • Setting up Facebook Group and Leverage It for Marketing • Connecting Your WhatsApp and Instagram with Facebook Ads Manager • Types of Facebook Ads • How to Create Target Audience • Difference Between Custom Audience & Look a Like Audience • How to Add Location in Bulk • Detailed Targeting & Connections • Where and How to Place Facebook Ads • Difference Between Automatic & Custom Placement • How to Create Block List 	<ul style="list-style-type: none"> • Task 10 <i><u>Details may be seen at Annexure-I</u></i> • Monthly Test 4 • Home Task • Task 10A <i><u>Details may be seen at Annexure-I</u></i>
Week 13/26	Facebook Ad Bidding	<ul style="list-style-type: none"> • Motivational Lecture(For further detail please see Page No: 3&4) • Campaign Budget & Schedule Procedure • Advance Budgeting Techniques • Optimization for Ad Delivery • Campaign Bid Strategy 	
Week 14/26	Facebook Analytics/Facebook Pixel	<ul style="list-style-type: none"> • Success Story(For further detail please see Page No: 3&4) • Understanding The Fundamental Of Facebook Analytics • Understanding Retargeting Strategy • How To Set Up Facebook Pixel • How To Create a Custom Audience And Lookalike Audience • Create a Facebook Pixel • Measure the impact of your ads • Track Website Activities • Improve Your Return on Advertising • Reach New and Existing Customers 	
Week 15/26	Mid-Term Assignment		
Week 16/26	Sales Funnel on	<ul style="list-style-type: none"> • Design Campaign of Brand Awareness Ads • How to get more Traffic on Website 	<ul style="list-style-type: none"> • Task 10 B

	Facebook	<ul style="list-style-type: none"> • Design Conversion Campaign • Design Store Visit Campaign • Campaign Analytics • Difference Between Reach, Engagement & Impression • How to get maximum Engagement & Reach on Post • Get more Likes on Facebook Page • How to get maximum -Responses on Facebook Event • Message Campaign Messenger Setup • Sponsored Message • Success Story(For further detail please see Page No: 3&4) • WhatsApp Campaign • Create App Install Ad Campaign • Learn the Power of Facebook Insights • How to Create Ad Reports • Run tests, learn what works, grow your business 	<p><u>Details may be seen at Annexure-I</u></p>
<p>Week 17/26</p>	Instagram + Twitter	<ul style="list-style-type: none"> • Motivational Lecture(For further detail please see Page No: 3&4) • Introduction to Instagram • How to Create Instagram Account • Instagram for Business • How to link Instagram to Facebook Page • Instagram Buying Objectives • Instagram Ad Formats • Building Your Mobile Presence with Instagram Business Tools • Bring Your Business Story to Life with Instagram Stories • Instagram Buying Objectives • How to Buy Instagram Ads • Image & Video Testing Tools • Introduction to Twitter • What is Twitter & why you should use it • Advanced Twitter Strategies • Establish Your Twitter Presence • How to use Twitter for Business and Marketing • How to get more retweets on Twitter • Discover how to measure your Twitter strategy using monitoring tools 	<ul style="list-style-type: none"> • Task 11 <p><u>Details may be seen at Annexure-I</u></p>

Week 18/26	LinkedIn Marketing	<ul style="list-style-type: none"> • LinkedIn Marketing for Personal Branding • LinkedIn Marketing for Business • Setting Up LinkedIn Ads Campaign • Success Story(For further detail please see Page No: 3&4) 	<ul style="list-style-type: none"> • Task 12 <p><u>Details may be seen at Annexure-I</u></p> <ul style="list-style-type: none"> • Monthly Test 5
Week 19/26	YouTube Marketing	<ul style="list-style-type: none"> • Motivational Lecture(For further detail please see Page No: 3&4) • Introduction • Keyword Research For YouTube Ranking • The Role of Backlinks in Ranking • Introduction • Optimizing Title • Optimizing Description • Optimizing Tags • Custom Thumbnails • Closed Captions • Playlists • Keywords in Comments • Keywords in Filenames • Changing Metadata Over Time • Unsubscribed Trailers • Monetize Through Services • Monetize Through Google Ads • Sell Things on YouTube • Grab Leads • Get Traffic To Your Site 	<ul style="list-style-type: none"> • Task 13 <p><u>Details may be seen at Annexure-I</u></p>
Week 20/26	Fundamentals of Google Analytics	<ul style="list-style-type: none"> • Introduction To Google Analytics • Setting up Google Analytics • Dashboard statistics • Real-Time Reporting • Predefined Reports • How to create Custom Reports • Goals • Filters • Google Ads Linking With Google Analytics 	<ul style="list-style-type: none"> • Task 13 A • Task 14 <p><u>Details may be seen at Annexure-I</u></p>

		<ul style="list-style-type: none"> ● Success Story(For further detail please see Page No: 3&4) 	
Week 21	<p>Employable Project/Assignment (6 weeks i.e. 21-26) besides regular classes.</p> <p style="text-align: center;">OR</p> <p>On the job training (2 weeks)</p>	<ul style="list-style-type: none"> ● Guidelines to the Trainees for selection of students employable project like final year project (FYP) ● Assign Independent project to each Trainee ● A project-based on trainee's aptitude and acquired skills. ● Designed by keeping in view the emerging trends in the local market as well as across the globe. ● The project idea may be based on entrepreneurs. ● Leading to successful employment. ● The duration of the project will be 6 weeks ● Ideas may be generated via different sites such as: https://1000projects.org/ https://nevonprojects.com/ https://www.freestudentprojects.com/ https://technofizi.net/best-computer-science-and-engineering-cse-project-topics-ideas-for-students/ ● Final viva/assessment will be conducted on project assignments. ● At the end of the session, the project will be presented in a skills competition ● The skill competition will be conducted on zonal, regional, and National levels. ● The project will be presented in front of Industrialists for commercialization ● The best business idea will be placed in the NAVTTC business incubation center for commercialization. <p>-----</p> <p style="text-align: center;">--</p> <p style="text-align: center;">OR</p> <p>On the job training for 2 weeks:</p> <ul style="list-style-type: none"> ● Aims to provide 2 weeks of industrial training to the Trainees as part of the overall training program ● Ideal for the manufacturing trades ● As an alternative to the projects that involve expensive equipment ● Focuses on increasing Trainee's 	

		motivation, productivity, efficiency, and quick learning approach.	
Week 22/26	Fundamentals of Google Analytics	<ul style="list-style-type: none"> • Success Story(<i>For further detail please see Page No: 3&4</i>) • Google Analytics data collection • Categorizing into users and sessions • Applying configuration settings • Storing data and generating reports • Creating a measurement plan 	Monthly Test 6
Week 23/26	Work Ethics	<ul style="list-style-type: none"> • Motivational Lecture(<i>For further detail please see Page No: 3&4</i>) • Integrity • Emphasis on Quality of Work • Professionalism • Discipline • Sense of Responsibility • Sense of Teamwork • Manage your time wisely • Observe deadlines • Be honest 	Final Assessment
Week 24/26	VA + Freelancing	<ul style="list-style-type: none"> • Success Story(<i>For further detail please see Page No: 3&4</i>) • Define Virtual Assistance • Define freelancing • Identify different types of freelance marketplaces • Identify the pros and cons of freelancing • Identify and apply their strengths/skills in the freelance market. 	
Week 25/26	VA + Freelancing	<ul style="list-style-type: none"> • Motivational Lecture(<i>For further detail please see Page No: 3&4</i>) • Sign up as a freelancer at different platforms • Create an effective profile on freelance platforms • Search the right projects • Write a winning proposal • Define the importance of communication skills 	
Week 26/26	Entrepreneurship and Final Assessment in project	<ul style="list-style-type: none"> • Job Market Searching • Self-employment • Freelancing sites • Introduction • Fundamentals of Business 	

		<p>Development</p> <ul style="list-style-type: none"> • Entrepreneurship • Startup Funding • Business Incubation and Acceleration • Business Value Statement • Business Model Canvas • Sales and Marketing Strategies • How to Reach Customers and Engage CxOs • Stakeholders Power Grid • RACI Model, SWOT Analysis, PEST Analysis • SMART Objectives • OKRs • Cost Management (OPEX, CAPEX, ROCE, etc.) • Success Story(<i>For further detail please see Page No: 3&4</i>) <p>Final Assessment</p>	
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MODULES

Annexure-I:

Tasks For Certificate in Digital Marketing & Search Engine Optimization (SEO)

Task No.	Task	Description	Week
1	Search Job Market	<ul style="list-style-type: none"> • Search videography jobs available in Pakistan • Enlist at least five videography job titles 	Week 1
2	Learn Ethics	Prepare a list of your values and prioritize the top 10 values	
3	Keyword Research	<ul style="list-style-type: none"> • Study your niche • Define your goals • Make a list of relevant topics • Create a list of seed keywords • Use good keyword research tools • Identify long-tail keywords • Find Competitors 	Week 2
4	Write an effective title	<ul style="list-style-type: none"> • Write a title that is a question beginning with What, Who, When, or Where. • Write a title that is a question beginning with How or Why. • Write a title that is a question beginning with Is/Are, Do/Does, or Will. • Write a title beginning with an -ing verb (like “Creating a Good Title”). • Write a title beginning with On (like “On the Titles of Essays”). 	Week 3
5	Write an effective title	<ul style="list-style-type: none"> • Write a two-word title. • Write a three-word title. • Write a four-word title. • Write a five-word title. 	

6	On-page SEO	<p>Develop a detailed SEO strategy for a proposed online article. The “strategy” consists of two parts: what keywords to target; where to place the keywords in the article.</p> <p>For example: http://www.mulinblog.com/how-to-seo-a-sample-seo-strategy-by-student-in-my-open-online-course/</p>	Week 4
7	Google Search console	<ul style="list-style-type: none"> • Present the basics of GSC. • Show skills about how to use GSC. • Verify that GSC is connected. • Verify that sitemap is submitted. • Verify that live testing is enabled. • Verify that URL indexing is requested. 	Week 5
8	Off-page SEO	<ul style="list-style-type: none"> • Show skills about gathering information about backlinks sources • Present how to submit a website profile on different search engines and platforms • Show how blogger works • Present how to create backlinks 	Week -8
9	Google Ads	<ul style="list-style-type: none"> • Show the connection with linked accounts and payment methods. • Present the configuration of the Google Ads account. • Present the overall overview of the Google Ads account. • Show implementation of the sales campaign. • Show implementation of leads campaign. • Show the implementation of website traffic and consideration campaigns. • Show the implementation of brand awareness campaigns. • Show implementation of App Promotion campaign. 	Week 9-11

10	Facebook Ads	<ul style="list-style-type: none"> • Demonstrate about steps involved in setting up Facebook Ads Manager • Demonstrate how to boost Facebook post • Demonstrate about steps involved in boosting the Instagram post • Demonstrate how to analyze data after boosting the Instagram post • Demonstrate different types of Facebook campaign objectives • Demonstrate how to edit or set up Facebook ad using ads manager • Demonstrate how to create different types of custom and lookalike audiences • Demonstrate how to create a Facebook pixel • Demonstrate how to analyze data in Facebook ads manager 	Week 12-14
10A	Build your CV	<p>Download professional CV template from any good site (https://www.coolfreecv.com or relevant)</p> <ul style="list-style-type: none"> • Add Personal Information • Add Educational details • Add Experience/Portfolio • Add contact details/profile links 	Week 13-14
10B	Create an account profile on Fiverr (at least two gigs) and Upwork	<p>Create an account by following these steps:</p> <p>Step 1: Personal Info Step 2: Professional Info Step 3: Linked Accounts Step 4: Account Security</p>	Week 16 onwards
11	Instagram	<ul style="list-style-type: none"> • Demonstrate basic posting standards of an Instagram post from URL and mobile app • Create a single image and multiple image Instagram post • Compose description on the Instagram post • Edit and delete the Instagram post • Demonstrate to like, comment on, and share the Instagram post • 	Week 17
12	LinkedIn	<ul style="list-style-type: none"> • Post text, image, video, or with document content on the LinkedIn page with URL and mobile app • Edit and delete the published post • Like, comment on, and share the LinkedIn post 	Week 18

13	YouTube Marketing	<ul style="list-style-type: none"> • Create a YouTube channel for business • Learn about your audience • Research your competition <ul style="list-style-type: none"> ▪ Identify competitors ▪ SWOT analysis • Learn from your favorite channels • Optimize your videos to get views • Write a strong title and keyword-rich description • Eye-catching thumbnail • Upload video 	Week 19
13A	How to search and apply for jobs in at least two labor marketplace countries (KSA, UAE, etc.)	<ul style="list-style-type: none"> • Browse the following website and create an account on each website <ul style="list-style-type: none"> ▪ Bayt.com – The Middle East Leading Job Site ▪ Monster Gulf – The International Job Portal ▪ Gulf Talent – Jobs in Dubai and the Middle East • Find the handy ‘search’ option at the top of your homepage to search for the jobs that best suit your skills. • Select the job type from the first ‘Job Type’ drop-down menu, next, select the location from the second drop-down menu. • Enter any keywords you want to use to find suitable job vacancies. • On the results page you can search for part-time jobs only, full-time jobs only, employers only, or agencies only. Tick the boxes as appropriate to your search. • Search for jobs by: <ul style="list-style-type: none"> ▪ Company ▪ Category ▪ Location ▪ All jobs ▪ Agency ▪ Industry 	Week 20 onwards

14	Google Analytics	<ul style="list-style-type: none">• Create and Manage Google Analytics Profiles.• Create / Edit Properties• Create / Edit Views and Filters• Create / Edit Goals.• Create / Edit Audience Segments.• Generate various types of Data Reports• Generate Demographics and Interests Report• Generate Reports based on Location(s), Device(s) and URL(s)• Export Analytics Reports to Excel, PDF, and CSV.• Automate sharing of Analytics Reports via Email	Week 22
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Digital Marketing & Search Engine Optimization (SEO)

Digital Marketing | What is Digital Marketing | DigiSkills Pakistan

https://www.youtube.com/watch?v=zd14KBbtvsk&list=PLuDaS_qlKeXFIDrAla1qfgEIEt1PJR6Lb

E-Learning Point

<https://www.youtube.com/channel/UChojD8j-hN358zUyscSb7YA>

What Is the Role of Good Manners in the Workplace? By Qasim Ali Shah | In Urdu

<https://www.youtube.com/watch?v=Qi6Xn7yKIIQ>

Success Story of a 23 Year - Old SEO Expert | How This Business Works | Urdu Hindi Punjabi

<https://www.youtube.com/watch?v=tlQ0CWgszl0>

Hisham Sarwar Motivational Story | Pakistani Freelancer

https://www.youtube.com/watch?v=CHm_BH7xAXk

21 Yr Old Pakistani Fiverr Millionaire | 25-35 Lakhs a Month Income | Interview

<https://www.youtube.com/watch?v=9WrmYYhr7S0>

Annexure-II

SUGGESTIVE FORMAT AND SEQUENCE ORDER OF MOTIVATIONAL LECTURE

Mentor

Mentors are provided an observation checklist form to evaluate and share their observational feedback on how students within each team engage and collaborate in a learning environment. The checklist is provided at two different points: Once towards the end of the course. The checklists are an opportunity for mentors to share their unique perspective on group dynamics based on various team activities, gameplay sessions, pitch preparation, and other sessions, giving insights on the nature of communication and teamwork taking place and how both learning outcomes and the student experience can be improved in the future.

Session- 1 (Communication):

Please find below an overview of the activities taking place Session plan that will support your delivery and an overview of this session's activity.

Session- 1 OVERVIEW
Aims and Objectives:
<ul style="list-style-type: none"> To introduce the communication skills and how it will work Get to know mentor and team - build rapport and develop a strong sense of a team Provide an introduction to communication skills Team to collaborate on an activity sheet developing their communication, teamwork, and problem-solving Gain an understanding of participants' own communication skills rating at the start of the program

Activity:	Participant Time	Teacher Time	Mentor Time
Intro Attend and contribute to the scheduled.			
Understand good communication skills and how it works.			
Understand what good communication skills mean			
Understand what skills are important for good communication skills			
Key learning	Resources:		Enterprise skills

outcomes:		developed:
<ul style="list-style-type: none"> • Understand the communication skills and how it works. • Understand what communication skills mean • Understand what skills are important for communication skills 	<ul style="list-style-type: none"> • Podium • Projector • Computer • Flip Chart • Marker 	<ul style="list-style-type: none"> • Communication • Self Confidence • Teamwork

Schedule	Mentor Should do
Welcome: 5 min	Short welcome and ask the Mentor to introduce him/herself. Provide a brief welcome to the qualification for the class. Note for Instructor: Throughout this session, please monitor the session to ensure nothing inappropriate is being happened.
Icebreaker: 10 min	Start your session by delivering an icebreaker, this will enable you and your team to start to build rapport and create a team presentation for the tasks ahead. The icebreaker below should work well at introductions and encouraging communication, but feel free to use others if you think they are more appropriate. It is important to encourage young people to get to know each other and build strong team links during the first hour; this will help to increase their motivation and communication throughout the sessions.
Introduction & Onboarding: 20mins	Provide a brief introduction of the qualification to the class and play the “Onboarding Video or Presentation”. In your introduction cover the following: <ol style="list-style-type: none"> 1. Explanation of the program and structure. (Kamyab jawan Program) 2. How you will use your communication skills in your professional life. 3. Key contacts and key information – e.g. role of teacher, mentor, and SEED. Policies and procedures (user agreements and “contact us” section). Everyone to go to the Group Rules tab at the top of their screen, read out the rules, and ask everyone to verbally agree. Ensure that the consequences are clear for using the platform outside of hours. (9am-8pm) 4. What is up next for the next 2 weeks ahead so young people know what to expect (see pages 5-7 for an overview of the challenge). Allow young people to ask any questions about the session topic.
Team Activity Planning: 30 minutes	MENTOR: Explain to the whole team that you will now be planning how to collaborate for the first and second

	<p>collaborative Team Activities that will take place outside of the session. There will not be another session until the next session so this step is required because communicating and making decisions outside of a session requires a different strategy that must be agreed upon so that everyone knows what they are doing for this activity and how.</p> <ul style="list-style-type: none"> • “IDENTIFY ENTREPRENEURS” TEAM ACTIVITY • “BRAINSTORMING SOCIAL PROBLEMS” TEAM ACTIVITY” <p><i>As a team, collaborate on a creative brainstorm on social problems in your community. Vote on the areas you feel most passionate about as a team, then write down what change you would like to see happen.</i></p> <p>Make sure the teams have the opportunity to talk about how they want to work as a team through the activities e.g. when they want to complete the activities, how to communicate, the role of the project manager, etc. Make sure you allocate each young person a specific week that they are the project manager for the weekly activities and make a note of this.</p> <p>Type up notes for their strategy if this is helpful - it can be included underneath the Team Contract.</p>
<p>Session Close: 5 minutes</p>	<p>MENTOR: Close the session with the opportunity for anyone to ask any remaining questions.</p> <p>Instructor: Facilitate the wrap-up of the session. A quick reminder of what is coming up next and when the next session will be.</p>

MOTIVATIONAL LECTURES LINKS.

TOPIC	SPEAKER	LINK
How to Face Problems In Life	Qasim Ali Shah	https://www.youtube.com/watch?v=OrQte08MI90
Just Control Your Emotions	Qasim Ali Shah	https://www.youtube.com/watch?v=JzFs_yJt-w
How to Communicate Effectively	Qasim Ali Shah	https://www.youtube.com/watch?v=PhHAQEGehKc
Your ATTITUDE is Everything	Tony Robbins Les Brown David Goggins Jocko Willink Wayne Dyer Eckart Tolle	https://www.youtube.com/watch?v=5fS3rj6eIFg
Control Your EMOTIONS	Jim Rohn Les Brown TD Jakes Tony Robbins	https://www.youtube.com/watch?v=chn86sH0O5U
Defeat Fear, Build Confidence	Shaykh Atif Ahmed	https://www.youtube.com/watch?v=s10dzfbozd4
Wisdom of the Eagle	Learn Kurooji	https://www.youtube.com/watch?v=bEU7V5rJTtw
The Power of ATTITUDE	Titan Man	https://www.youtube.com/watch?v=r8LJ5X2ejqU
STOP WASTING TIME	Arnold Schwarzenegger	https://www.youtube.com/watch?v=kzSBrJmXqdg
Risk of Success	Denzel Washington	https://www.youtube.com/watch?v=tbnzAVRZ9Xc

SUCCESS STORY

S. No	Key Information	Detail/Description
1.	Self & Family background	<p>Danyal Saleem, who lives in Mirpur (AJK), is an example of how hard work and perseverance can reap rich rewards when bidding for projects online. The graphic designer works exclusively on an online freelancing platform and has earned, on average, US\$20,000 per month for the past several months. But this isn't a story of overnight success – Danyal has had to work hard to differentiate himself and stay true to his goal.</p> <p>It was a full year later, in May 2017, when Danyal finally decided to jump in. He signed up for one of the numerous sites that connect designers or coders with people or companies that have small projects, like designing a logo or building a website. He had already started a small business to help pay for his college education, so he was nervous and apprehensive about the decision. “I gave myself two or three months at most. If I didn't succeed, then I would go back to running the business as it was showing potential,” he says.</p> <p>If at first, you don't succeed, try try again</p>
2.	How he came on board NAVTTC Training/ or got trained through any other source	Certification in graphic designing from STEPS(NAVTTC partner institute)
3.	Post-training activities	<p>Danyal's area of expertise is in graphic design. In his first month using Fiverr, he pitched mostly for projects centered around logo designing. But it wasn't so simple. In the first few weeks, he didn't hear back from even a single client, despite pitching for dozens of projects.</p> <p>“I needed to understand what worked, so I read blogs, participated in forums, and analyzed profiles of successful freelancers. It was an uphill struggle, but I didn't want to give up,” he explains.</p> <p>Danyal says he understands why clients would be apprehensive giving projects to untested freelancers. They have hundreds of options to choose from, he explains, and to give a project to someone with no experience requires a strong leap of faith.</p>

		<p>A slow stream of projects started to come Danyal's way. Within a few months, he was landing an average of a hundred projects every month, with a large number of repeat clients. He also expanded the range of his professional services, branching out from logo design to business cards, banners, Facebook cover pages, letterheads, and stationery.</p> <p>But he's had to face his fair share of challenges too. The shoddy state of internet infrastructure in his city, Mirpur, threatened to derail his freelancing career. "Sometimes I haven't had connectivity for two days straight," he explains. "That's unthinkable for someone who makes his livelihood on the internet."</p>
4.	Message to others (under training)	<p>Take the training opportunity seriously Impose self-discipline and ensure regularity Make Hard work pays in the end so be always ready for the same.</p>

Note: Success story is a source of motivation for the trainees and can be presented in several ways/forms in a NAVTTC skill development course as under: -

1. To call a passed out successful trainee of the institute. He will narrate his success story to the trainees in his own words and meet trainees as well.
2. To see and listen to a recorded video/clip (5 to 7 minutes) showing a successful trainee Audio-video recording that has to cover the above-mentioned points.
3. The teacher displays the picture of a successful trainee (name, trade, institute, organization, job, earning, etc) and narrates his/her story in the teacher's own motivational words.

Workplace/Institute Ethics Guide

Work ethic is a standard of conduct and values for job performance. The modern definition of what constitutes good work ethics often varies. Different businesses have different expectations. Work ethic is a belief that hard work and diligence have a moral benefit and an inherent ability, virtue, or value to strengthen character and individual abilities. It is a set of values-centered on the importance of work and manifested by determination or desire to work hard.

The following ten work ethics are defined as essential for student success:

1. Attendance:

Be at work every day possible, plan your absences don't abuse leave time. Be punctual every day.

2. Character:

Honesty is the single most important factor having a direct bearing on the final success of an individual, corporation, or product. Complete assigned tasks correctly and promptly. Look to improve your skills.

3. Team Work:

The ability to get along with others including those you don't necessarily like. The ability to carry your weight and help others who are struggling. Recognize when to speak up with many ideas and when to compromise by blend ideas together.

4. Appearance:

Dress for success set your best foot forward, personal hygiene, good manner, remember that the first impression of who you are can last a lifetime

5. Attitude:

Listen to suggestions and be positive, accept responsibility. If you make a mistake, admit it. Values workplace safety rules and precautions for personal and co-worker safety. Avoids unnecessary risks. Willing to learn new processes, systems, and procedures in light of changing responsibilities.

6. Productivity:

Do the work correctly, quality and timelines are prized. Get along with fellows, cooperation is the key to productivity. Help out whenever asked, do extra without being asked. Take pride in your work, do things the best you know-how. Eagerly focuses energy on accomplishing tasks, also referred to as demonstrating ownership. Takes pride in work.

7. Organizational Skills:

Make an effort to improve, learn ways to better yourself. Time management; utilize time and resources to get the most out of both. Take an appropriate approach to social interactions at work. Maintains focus on work responsibilities.

8. Communication:

Written communication, being able to correctly write reports and memos. Verbal communications, being able to communicate one on one or to a group.

9. Cooperation:

Follow institute rules and regulations, learn and follow expectations. Get along with fellows, cooperation is the key to productivity. Able to welcome and adapt to changing work situations and the application of new or different skills.

10. Respect:

Work hard, work to the best of your ability. Carry out orders, do what's asked the first time. Show respect, accept, and acknowledge an individual's talents and knowledge. Respects diversity in the workplace, including showing due respect for different perspectives, opinions, and suggestions.

