



Certified Search Engine  
Optimization Professional  
VS-1084

**Vskills Certifications**

Vskills Brochure



Skills for a secure future

## Certified SEO Professional

### Certification Code VS-1084

Vskills certification for Search Engine Optimization assesses the candidate as per the company's need for running Search Engine Optimization Campaigns across various channels including Digital Marketing techniques. The certification tests the candidates on various areas in Search Engine Optimization.

Please note that completing the Video based course by Digital Vidya is mandatory to appear in this certification exam.

### Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Search Engine Optimization Professional Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

### Who will benefit from taking this certification?

Job seekers looking to find employment in Search Engine Optimization departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

### Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%). There is no negative marking in this module.

### Fee Structure

Rs. 4,999/- (Excludes taxes)\*

\*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

### Companies that hire Vskills Certified SEO Professional

Search Engine Optimization is in great demand. Companies across all verticals are looking for skilled Search Engine Optimization professionals for promoting their business on Digital Media. Search Engine Optimization Professionals are also in high demand in marketing agencies across the world. There are a lots of Marketing Agencies, which are now specializing in Digital Media and they are recruiting 100s of Search Engine Optimization Professionals.

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## 1. What is On-Page Optimization?

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- 1.2 How to Select a Domain Name?
- 1.3 Page Naming {URL Structuring} and Folder Naming
- 1.4 Image Naming, Image Title and ALT Tags Creation
- 1.5 What are Meta Tags
- 1.6 Description
- 1.7 Keywords
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- 1.12 Headings Tags {H1 to H6}
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## 2. What is Off-Page Optimization?

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## Sample Questions

1. The term TLD expands to \_\_\_\_\_.

- A. Top Level Directory
- B. Top Level Domain
- C. Top Layer Directory
- D. None of the above

2. The 301 redirect is used for \_\_\_\_\_.

- A. Not found page redirection
- B. Missing page redirection
- C. Server error page redirection
- D. None of the above

3. The term CMS refers to \_\_\_\_\_.

- A. Citation Management System
- B. Content Master System
- C. Content Management System
- D. None of the above

4. The term which describes the way that search engines consistently tweak and evolve their ranking algorithms is \_\_\_\_\_.

- A. Permaflux
- B. Algoflux
- C. Fluxalgo
- D. None of the above

5. The split test is also known as \_\_\_\_\_.

- A. A/B Test
- B. Conversion test
- C. Change test
- D. None of the above

**Answers: 1 (B), 2 (B), 3 (C), 4 (A), 5 (A)**

## Certifications

### ➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

### ➤ Big Data

- Certified Hadoop and Mapreduce Professional

### ➤ Cloud Computing

- Certified Cloud Computing Professional

### ➤ Design

- Certified Interior Designer

### ➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

### ➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

### ➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

### ➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

### ➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

### ➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

### ➤ Project Management

- Certified Project Management Professional

### ➤ Real Estate

- Certified Real Estate Consultant

### ➤ Marketing

- Certified Marketing Manager

### ➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

### ➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

### ➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

### ➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

### ➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

### ➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

### ➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

### ➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

### ➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

### ➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

**& many more job related certifications**

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