

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 & SEO

Duration: 3 Months

Trainer Name	
Course Title	Search Engine Optimization (SEO)
Objective of Course	<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>Main Expectations:</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> <p>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.</p> <p>II. To materialize the main expectations, a special module on Job Search & Entrepreneurial Skills 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</p>

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

	<p>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 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)
<p>Learning Outcome of the Course</p>	<p>Knowledge Proficiency Details</p> <ul style="list-style-type: none"> • Knowledge of Information technology catering principles and Capabilities with particular -emphasis on the technical support of local area networks. • Knowledge of securing networks, systems, servers and operating Systems with troubleshooting. • Knowledge of the web attacks in modern day servers <p>Skills Proficiency Details</p> <ul style="list-style-type: none"> • Hands on experience in pen testing all network technologies regarding with local area network. • Perform various tests to detect and provide defense against vulnerabilities. • Practical scenarios to compromise web servers and web applications. • Ability to detect attack vectors, identify attack type and provide continuity of operations. • Ability to recover data from damaged disks to ensure data consistency. • Capable of malware analysis to detect basic working of malwares. • Pen testing mobile devices and applications.
<p>Course Execution Plan</p>	<p>Total Duration of Course: 3 Months</p> <p>Class Hours: 4 Hours per day</p> <p>Theory: 20% Practical: 80%</p>
<p>Companies Offering Jobs in the respective trade</p>	<ul style="list-style-type: none"> • Freelancing on Upwork & Fiverr • Big Retail Businesses • Software Houses • Digital Marketing Agencies • E-commerce Agencies • B2B Businesses • Youtube / instagram / TikTok content creators

	<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.</p> <p>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

Scheduled Week	Module Title			Learning Units	Remarks
Week 1	Introduction SEO	Day 1	Hour#1	<ul style="list-style-type: none"> Motivational Lecture 	
			Hour#2	<ul style="list-style-type: none"> Course Introduction 	
			Hour#3	<ul style="list-style-type: none"> Success stories 	
			Hour#4	<ul style="list-style-type: none"> Job market 	
		Day 2	Hour#1	<ul style="list-style-type: none"> What is a search engine? 	
			Hour#2	<ul style="list-style-type: none"> Institute/work ethics 	
			Hour#3	<ul style="list-style-type: none"> How search engines work? 	
			Hour#4	<ul style="list-style-type: none"> What Is SEO? 	
		Day 3	Hour # 1 & 2	<ul style="list-style-type: none"> What is the need of SEO? History Of SEO 	
			Hour # 3 & 4	<ul style="list-style-type: none"> How SEO Works What is Googlebot (Google Crawler) 	
		Day 4	Hour # 1 & 2	<ul style="list-style-type: none"> Types Of SEO technique 	
			Hour # 3 & 4	<ul style="list-style-type: none"> What Is Google's SEO Algorithm updates? 	
		Day 5	Hour # 1 & 2	<ul style="list-style-type: none"> How to create planning and strategies for SEO 	
			Hour # 3 & 4	<ul style="list-style-type: none"> What are SEO tools and why we need it? 	
Week 2	Keyword Research Process	Day 1	Hour#1	<ul style="list-style-type: none"> Motivational Lecture (For further detail please see Page No: 3& 4) 	<ul style="list-style-type: none"> Task - 1
			Hour#2	<ul style="list-style-type: none"> What is Keyword? 	<ul style="list-style-type: none"> Task - 2
			Hour # 3-4	<ul style="list-style-type: none"> The impotence of Keyword Research? 	<ul style="list-style-type: none"> Task - 3
		Day 2	Hour#1	<ul style="list-style-type: none"> Different types of keywords 	<ul style="list-style-type: none"> Task - 4 Task - 5 Task - 6 Task - 7
			Hour#2	<ul style="list-style-type: none"> How to do Analysis of keywords using Free & Paid Tools 	<ul style="list-style-type: none"> Task - 8 Task - 9 Task - 10

			Hour#3	<ul style="list-style-type: none"> How to find easy to rank keywords related to your website and business. 	<ul style="list-style-type: none"> Task – 11
			Hour#4	<ul style="list-style-type: none"> How to do Analysis of Keyword Using Chrome Extension 	<ul style="list-style-type: none"> Task – 12
		Day 3	Hour#1 &2	<ul style="list-style-type: none"> How to find the Ranking Keyword Of competitor 	<ul style="list-style-type: none"> Task – 13
			Hour#3 &4	<ul style="list-style-type: none"> Selecting the right keywords for the project 	<ul style="list-style-type: none"> Task – 14
		Day 4	Hour#1 &2	<ul style="list-style-type: none"> How to Know Top ranking Keywords of your sites 	<ul style="list-style-type: none"> Task - 15
			Hour # 3&4	<ul style="list-style-type: none"> How to Find hidden ranking keywords of your website 	
		Day 5	Hour#1 &2	<ul style="list-style-type: none"> What Is LSI Keywords: Easy Strategies To find LSI Keywords 	
			Hour#3 &4	<ul style="list-style-type: none"> Task 13 & 14 to be practiced by students. 	
Week 3	On-Page SEO	Day 1	Hour#1	<ul style="list-style-type: none"> Success stories (For further detail please see Page No: 3& 4) 	<ul style="list-style-type: none"> Task - 16
			Hour#2	<ul style="list-style-type: none"> What are on-page SEO Factors? 	<ul style="list-style-type: none"> Task - 17
			Hour#3	<ul style="list-style-type: none"> Technical SEO vs on-page SEO 	<ul style="list-style-type: none"> Task - 18
			Hour#4	<ul style="list-style-type: none"> Why is on-page SEO significant? 	<ul style="list-style-type: none"> Task – 19
		Day 2	Hour#1	<ul style="list-style-type: none"> Why on-page SEO is so important 	<ul style="list-style-type: none"> Task – 20
			Hour#2	<ul style="list-style-type: none"> Important On-page SEO Factors You Should Know 	<ul style="list-style-type: none"> Task – 21
			Hour # 3-4	<ul style="list-style-type: none"> URLs help on-page SEO 	
		Day 3	Hour#1	<ul style="list-style-type: none"> Title tag & Meta description 	<i>Details may be seen at Annexure-I</i>
			Hour#2	<ul style="list-style-type: none"> On-page SEO for meta tags 	
			Hour # 3 -4	<ul style="list-style-type: none"> Structured data (schema) 	
		Day 4	Hour # 1-2	<ul style="list-style-type: none"> Types of Structured Data 	
			Hour # 3-4	<ul style="list-style-type: none"> Structured Data Tools 	
		Day 5	Hour#1	<ul style="list-style-type: none"> Headers improve on-page SEO 	
			Hour#2	<ul style="list-style-type: none"> SEO copywriting 	
			Hour#3	<ul style="list-style-type: none"> Image optimization 	
			Hour#4	<ul style="list-style-type: none"> Internal linking 	

Week 4	On-Page SEO	Day 1	Hour#1	<ul style="list-style-type: none"> Use the target keyword early 	<ul style="list-style-type: none"> Task – 22 	
			Hour#2	<ul style="list-style-type: none"> Does keyword density help on-page SEO? 		<ul style="list-style-type: none"> Task – 23
			Hour # 3-4	<ul style="list-style-type: none"> Write readable text 		
		Day 2	Hour#1	<ul style="list-style-type: none"> Content 	<ul style="list-style-type: none"> Task – 24 Task – 25 Task – 26 	
			Hour#2	<ul style="list-style-type: none"> Effective On-page SEO Techniques to boost your rankings 		
			Hour#3	<ul style="list-style-type: none"> User intent 		
			Hour#4	<ul style="list-style-type: none"> Search intent 		
		Day 3	Hour#1	<ul style="list-style-type: none"> Internal linking 	<ul style="list-style-type: none"> Task – 27 Task - 28 Task – 29 	
			Hour#2	<ul style="list-style-type: none"> External links 		
			Hour#3	<ul style="list-style-type: none"> Site security 		
			Hour#4	<ul style="list-style-type: none"> Mobile responsiveness 		
		Day 4	Hour # 1-2	<ul style="list-style-type: none"> On-page SEO factor recap 	<ul style="list-style-type: none"> <i>Details may be seen at Annexure-I</i> 	
			Hour # 3-4	<ul style="list-style-type: none"> Protocols HTTP vs HTTPS Page loading speed 		
		Day 5	Hour # 1-2	<ul style="list-style-type: none"> Mobile friendliness 	<ul style="list-style-type: none"> 1st Monthly test 	
Hour # 3-4	<ul style="list-style-type: none"> Content audit Conclusion 					
Week 5	Off-Page SEO	Day 1	Hour#1	<ul style="list-style-type: none"> Motivational Lecture (For further detail please see Page No: 3& 4) 	<ul style="list-style-type: none"> Task – 30 Task – 31 Task – 32 	
			Hour#2	<ul style="list-style-type: none"> What Is Off-Page SEO? 		
			Hour#3	<ul style="list-style-type: none"> Why Is Off-Page SEO Important? 		
			Hour#4	<ul style="list-style-type: none"> On-Page SEO vs. Off-Page SEO 		
		Day 2	Hour#1	<ul style="list-style-type: none"> Boost Off-Page SEO With Backlinks 	<ul style="list-style-type: none"> Task – 33 Task – 34 Task – 35 	
			Hour#2	<ul style="list-style-type: none"> Broken Content Building 		
			Hour#3	<ul style="list-style-type: none"> Double Down On Long-Form Content 		
			Hour#4	<ul style="list-style-type: none"> Strategic Guest Posting 		
		Day 3	Hour#1	<ul style="list-style-type: none"> Generate Brand Signals 	<ul style="list-style-type: none"> Task – 36 Task – 37 	
			Hour#2	<ul style="list-style-type: none"> Audit Your Branded Searches 		
			Hour # 3-4	<ul style="list-style-type: none"> Set Up Brand Tracking Publish Research-Backed Content 		
		Day 4	Hour#1	<ul style="list-style-type: none"> Improve E-A-T 	<ul style="list-style-type: none"> <i>Details may be seen at Annexure-I</i> 	
			Hour#2	<ul style="list-style-type: none"> Get Brand Mentions on Authority Sites 		
			Hour#3	<ul style="list-style-type: none"> Link Building is King 		
			Hour#4	<ul style="list-style-type: none"> Get Links From Trusted “Seed Sites” 		
		Day 5	Hour#1	<ul style="list-style-type: none"> Don’t Shy from Blog Commenting 		

			Hour#2	<ul style="list-style-type: none"> • Get Positive Reviews Online 	
			Hour#3	<ul style="list-style-type: none"> • Bonus Off-Page SEO Techniques 	
			Hour#4	<ul style="list-style-type: none"> • Press Release Distribution • Participate In Roundup Posts • Create Visuals That Other Blogs Can Use • Off-Page SEO Case Studies 	
Week 6	Technical SEO	Day 1	Hour#1	<ul style="list-style-type: none"> • Motivational Lecture (For further detail please see Page No: 3& 4) 	• Task – 38
			Hour#2	<ul style="list-style-type: none"> • What Is Technical SEO 	• Task – 39
			Hour#3	<ul style="list-style-type: none"> • Technical SEO Ranking factors 	• Task – 40
			Hour#4	<ul style="list-style-type: none"> • Type of meta tags and their effect on SEO 	• Task – 41
		Day 2	Hour#1	<ul style="list-style-type: none"> • Site architecture Optimization 	• Task – 42
			Hour # 2-3	<ul style="list-style-type: none"> • Breadcrumbs 	• Task – 43
			Hour#4	<ul style="list-style-type: none"> • Permalinks optimization 	• Task – 44
			Hour#1	<ul style="list-style-type: none"> • Canonicalization 	• Task – 45
		Day 3	Hour#2	<ul style="list-style-type: none"> • What Is Robots.txt File & How to create it 	<i><u>Details may be seen at Annexure-I</u></i>
			Hour # 3-4	<ul style="list-style-type: none"> • Setup of CDN 	
			Hour#1	<ul style="list-style-type: none"> • Installation of SSL 	
		Day 4	Hour#2	<ul style="list-style-type: none"> • How to Improve Website Performance & Speed using Plugin 	
			Hour # 3-4	<ul style="list-style-type: none"> • How to perform the Page Speed Test 	
			Day 5	Hour#1	
		Hour#2		<ul style="list-style-type: none"> • How to Add and verify a website in Google Console 	
		Hour # 3-4		<ul style="list-style-type: none"> • Google Analytics setup and monitoring 	
Week 7	Technical SEO		<ul style="list-style-type: none"> • Midterm Project / Exam • Setup of CDN • Installation of SSL • How to Improve Website Performance & Speed using Plugin • How to perform the Page Speed Test • XML and HTML sitemap creation and optimization • How to Add and verify a website in Google Console • Google Analytics setup and monitoring. 		

Week 8	Content Writing & Social Media Marketing	Day 1	Hour#1 & 2	<ul style="list-style-type: none"> Motivational Lecture (For further detail please see Page No: 3& 4) 	<ul style="list-style-type: none"> Task – 46 Task – 47 Task – 48 Task – 49 Task – 50 Task – 51 Task – 51a
			Hour#2	<ul style="list-style-type: none"> What is social media marketing?' 	
			Hour#3	<ul style="list-style-type: none"> What is a social media marketing strategy? 	
			Hour#4	<ul style="list-style-type: none"> Creating your own social media marketing strategy 	
		Day 2	Hour#1	<ul style="list-style-type: none"> How to create a social media marketing strategy in 9 steps 	
			Hour#2	<ul style="list-style-type: none"> Choose goals that align to business objectives 	
			Hour#3	<ul style="list-style-type: none"> Get to know your competition 	
			Hour#4	<ul style="list-style-type: none"> Get to know your competition 	
		Day 3	Hour#1	<ul style="list-style-type: none"> Do a social media audit 	
			Hour#2	<ul style="list-style-type: none"> Set up accounts and improve profiles 	
			Hour # 3-4	<ul style="list-style-type: none"> Create a social media content calendar 	
		Day 4	Hour # 1-2	<ul style="list-style-type: none"> Create compelling content 	
			Hour # 3-4	<ul style="list-style-type: none"> Track performance and make adjustments 	
		Day 5	Hour # 1-2	<ul style="list-style-type: none"> Optimize Your Content for Search Engines 	
Hour # 3-4	<ul style="list-style-type: none"> Content Research & Structure Content Planning with Keywords 				
Week 9	Search Engine Marketing / PPC	Day 1	Hour#1 &2	<ul style="list-style-type: none"> Motivational Lecture (For further detail please see Page No: 3& 4) 	<ul style="list-style-type: none"> Task – 52 Task – 53 Task – 54 Task – 55 Task – 56 Task – 57
			Hour#3 &4	<ul style="list-style-type: none"> Overview of Search Engine Marketing Strategies (SEM) 	
		Day 2	Hour#1 &2	<ul style="list-style-type: none"> Search Engine Marketing Strategies: Who is your target audience? Research and discover who wants to visit your site before you delve into your plan. Define your goals. What is your target, and through which means are you going to achieve the target? Get ready with the tools for SEM. For example, the Keyword analysis tool will help you find the keywords that will work best for your business. Test your keywords frequently. 	
			Hour#3 &4	<ul style="list-style-type: none"> Search Engine Marketing Strategies: Add fresh content to the site and update your web design. Start with your link-building technique. Build up your links in blogs, forums, and other 	

				<p>websites, which will boost your search engine rankings.</p> <ul style="list-style-type: none"> • Think beyond your website. Create some videos and post them on YouTube. • Add articles about your site in article submission sites and give a link to your site along with the article. • Update your blog or RSS feed regularly. 	
		Day 3	Hour#1 &2	<ul style="list-style-type: none"> • Track your site performance using a tracking software 	
			Hour # 3&4	<ul style="list-style-type: none"> • Keyword research • Ad campaigns • Ad groups • Keywords • Add text. • Landing pages 	
		Day 4	Hour#1 &2	<ul style="list-style-type: none"> • Links • Shortened URL's 	
			Hour#3 &4	<ul style="list-style-type: none"> • Web Analytics 	
		Day 5	Hour # 1-2	<ul style="list-style-type: none"> • Pay-Per-Click (PPC) Advertising 	
			Hour#3	<ul style="list-style-type: none"> • Google Awards 	
			Hour#4	<ul style="list-style-type: none"> • Yahoo!/Bing Search Marketing 	
Week 10	Search Engine Marketing / PPC	Day 1	Hour#1	<ul style="list-style-type: none"> • Motivational Lecture (For further detail please see Page No: 3& 4) 	<ul style="list-style-type: none"> • Task – 58
			Hour # 2-3	<ul style="list-style-type: none"> • Sales copy of the products 	<ul style="list-style-type: none"> • Task – 59
			Hour#4	<ul style="list-style-type: none"> • Reverse image search 	<ul style="list-style-type: none"> • Task – 60
		Day 2	Hour#1 &2	<ul style="list-style-type: none"> • Determining your key demographics 	<ul style="list-style-type: none"> • Task – 61
			Hour#3 &4	<ul style="list-style-type: none"> • Monitor Competitor's backlinks 	<ul style="list-style-type: none"> • Task – 62
		Day 3	Hour#1 &2	<ul style="list-style-type: none"> • Infographics: • Write unique description • Include real data sources • Include your website link in the infographic source code • Use a pleasing design • Keep your information short and crisp • Use statistics that will gain more attraction 	<ul style="list-style-type: none"> • Task – 63 • Task – 64 • Task – 65
			Hour#3 &4	<ul style="list-style-type: none"> • Share your infographics on social networks • Use a lot of creativity to make your campaign more successful • Be available online • Builds a strong relationship with bloggers 	<ul style="list-style-type: none"> • Task - 66

				<ul style="list-style-type: none"> • The post can be shared through social media • It gives a new perspective to your writing • An excellent method to share your site link 	
		Day 4	Hour#1 &2	<ul style="list-style-type: none"> • Reverse Guest Posting 	
			Hour#3 &4	<ul style="list-style-type: none"> • Get frequent feedbacks 	
		Day 5	Hour#1 &2	<ul style="list-style-type: none"> • Getting links from brand mentions 	
			Hour#3 &4	<ul style="list-style-type: none"> • Blogger reviews 	
Week 11	Email Marketing	Day 1	Hour#1	<ul style="list-style-type: none"> • Motivational Lecture (For further detail please see Page No: 3& 4) 	<ul style="list-style-type: none"> • Task – 67
			Hour#2	<ul style="list-style-type: none"> • What Is Email Marketing? • Is Email Marketing Outdated? 	<ul style="list-style-type: none"> • Task – 68
			Hour#3	<ul style="list-style-type: none"> • Getting Started With Email Marketing 	<ul style="list-style-type: none"> • Task – 69
			Hour#4	<ul style="list-style-type: none"> • The Fundamentals of Email Marketing 	<ul style="list-style-type: none"> • Task – 70
		Day 2	Hour#1	<ul style="list-style-type: none"> • How Does Email Marketing Work? • An Email List 	<ul style="list-style-type: none"> • Task – 71
			Hour#2	<ul style="list-style-type: none"> • An Email Service Provider 	<ul style="list-style-type: none"> • Task – 72
			Hour#3	<ul style="list-style-type: none"> • Clearly Defined Goals • Advantages and Disadvantages of Email Marketing 	<ul style="list-style-type: none"> • Task – 73
			Hour#4	<ul style="list-style-type: none"> • Provides Direct Access to Your Audience 	<ul style="list-style-type: none"> • Task – 74
		Day 3	Hour#1	<ul style="list-style-type: none"> • Email Provides More Control • More Personalization Capabilities 	
			Hour#2	<ul style="list-style-type: none"> • Delivery and Deliverability Issues 	
			Hour#3	<ul style="list-style-type: none"> • Email Marketing Examples to Inspire Your Next Campaign 	
			Hour#4	<ul style="list-style-type: none"> • How to Automate Your Email Marketing 	
		Day 4	Hour#1	<ul style="list-style-type: none"> • Define Your Email Segments • Design an Efficient Email Series 	<i>Details may be seen at Annexure-I</i>
			Hour#2	<ul style="list-style-type: none"> • Determine the Right Triggers 	
			Hour#3	<ul style="list-style-type: none"> • Best Email Marketing Strategies • Use the Right Email List-Building Strategies 	
			Hour#4	<ul style="list-style-type: none"> • Practice Good Email List Hygiene 	
		Day 5	Hour#1	<ul style="list-style-type: none"> • Focus on One Objective 	
			Hour#2	<ul style="list-style-type: none"> • Define and Track the Right KPIs 	
			Hour # 3-4	<ul style="list-style-type: none"> • How to Write Email Marketing Copy That Drives Results 	
Week 12	YouTube Marketing	Day 1	Hour#1	<ul style="list-style-type: none"> • Motivational Lecture (For further detail please see Page No: 3& 4) 	<ul style="list-style-type: none"> • Task – 75

			Hour # 2-3	<ul style="list-style-type: none"> • Create and brand your YouTube channel. 	<ul style="list-style-type: none"> • Task – 76 • Task – 77 • Task – 78 • Task - 79 <p><i>Details may be seen at Annexure-I</i></p>
			Hour#4	<ul style="list-style-type: none"> • Define your YouTube audience. • Conduct a competitive analysis. 	
		Day 2	Hour # 1-2	<ul style="list-style-type: none"> • Create quality YouTube video content. 	
			Hour # 3-4	<ul style="list-style-type: none"> • Experiment with YouTube Shorts and other features 	
		Day 3	Hour # 1-2	<ul style="list-style-type: none"> • Optimize your videos with SEO best practices. 	
			Hour # 3-4	<ul style="list-style-type: none"> • Actively engage with your audience 	
		Day 4	Hour # 1-2	<ul style="list-style-type: none"> • Attract more YouTube subscribers to your channel. 	
			Hour # 3-4	<ul style="list-style-type: none"> • Use YouTube ads to drive targeted traffic 	
		Day 5	Hour # 1-2	<ul style="list-style-type: none"> • Partner with YouTube influencers 	
			Hour # 3-4	<ul style="list-style-type: none"> • Monitor your YouTube analytics 	
Week 13	Introduction to Freelancing			<ul style="list-style-type: none"> • Motivational Lecture (For further detail please see Page No: 3& 4) • Students are introduced to: • the concept of freelancing • how to become freelance and create a sustainable income. • pros and cons of freelancing • the ethical and professional way of becoming a productive freelancer. • resources available for freelancing in the field of design. • how to join freelancing sites • the process of creating a freelancing profile 	

Project	Employable Project/Assignment (6 weeks i.e. 7-13) in addition of regular classes. OR On job training (2 weeks)	<ul style="list-style-type: none"> ● Motivational Lecture(For further detail please see Page No: 3& 4) ● 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 Entrepreneur. ● Leading to the 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 session the project will be presented in skills competition • The skill competition will be conducted on zonal, regional and National level. • The project will be presented in front of Industrialists for commercialization • The best business idea will be placed in NAVTTC business incubation center for commercialization. <p>OR</p> <p>On job training for 2 weeks:</p> <ul style="list-style-type: none"> • Aims to provide 2 weeks industrial training to the Trainees as part of overall training program • Ideal for the manufacturing trades • As an alternate to the projects that involve expensive equipment • Focuses on increasing Trainee's motivation, productivity, efficiency and quick learning approach. 	
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Tasks For Cyber Security

Annexure-I

Task No.	Task	Description	Remarks
Digital Marketing & SEO			
1	Search Job Market	<ul style="list-style-type: none">• Search videography jobs available in Pakistan• Enlist at least five videography job titles	
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	
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”).	

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:</p> <ul style="list-style-type: none"> • http://www.mulinblog.com/how-to-seo-a-sample-seo-strategy-by-student-in-my-open-online-course/
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.
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
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.
10A	Built 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

		<ul style="list-style-type: none"> • Add Educational details • Add Experience/Portfolio • Add contact details/profile links 	
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</p> <p>Step 2: Professional Info</p> <p>Step 3: Linked Accounts</p> <p>Step 4: Account Security</p>	
11	Content Writing	<ul style="list-style-type: none"> • Writing assignments at university • What makes a good piece of academic writing? • Planning academic writing • The academic writing process (key steps) • Academic writing tips • References and further resources 	
12	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. 	

		<ul style="list-style-type: none"> • Demonstrate how to analyze data in Facebook ads manager
13	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
14	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
15	Email Marketing	<ul style="list-style-type: none"> • Creating and monitoring a wide variety of email marketing campaigns • Ensuring design and layouts of emails are optimized, user and mobile-friendly. • Proofreading key messaging in and out of email templates • Sending graphics requests to designers • Compiling email lists • Purging email lists

		<ul style="list-style-type: none">• Securing email databases for future campaigns• Following up on emails• Placing product orders• Creating digital ads• Tracking and analyzing campaign results• Aiding additional digital marketing efforts.
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Motivational Lectures Digital Marketing & SEO

Digital Marketing | What is Digital Marketing | DigiSkills Pakistan

https://www.youtube.com/watch?v=zd14KBbtvsk&list=PLuDaS_glKeXFIDrAla1qfgEIEt1PJR6Lb

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=tlQ0CWgszI0>

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 youngpeople 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</p> <p>e.g. when they want to complete the activities, how to communicate, the role of the project manager, etc.</p> <p>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	<u>https://www.youtube.com/watch?v=OrQte08MI90</u>
Just Control Your Emotions	Qasim Ali Shah	<u>https://www.youtube.com/watch?v=JzFs_vJt-w</u>
How to Communicate Effectively	Qasim Ali Shah	<u>https://www.youtube.com/watch?v=PhHAQEGehKc</u>
Your ATTITUDE is Everything	Tony Robbins Les Brown David Goggins Jocko Willink Wayne Dyer Eckart Tolle	<u>https://www.youtube.com/watch?v=5fS3ri6eIFg</u>
Control Your EMOTIONS	Jim Rohn Les Brown TD Jakes Tony Robbins	<u>https://www.youtube.com/watch?v=chn86sH005U</u>
Defeat Fear, Build Confidence	Shaykh Atif Ahmed	<u>https://www.youtube.com/watch?v=s10dzfbozd4</u>
Wisdom of the Eagle	Learn Kurooji	<u>https://www.youtube.com/watch?v=bEU7V5rJTtw</u>
The Power of ATTITUDE	Titan Man	<u>https://www.youtube.com/watch?v=r8LJ5X2eijU</u>
STOP WASTING TIME	Arnold Schwarzenegger	<u>https://www.youtube.com/watch?v=kzSBrJmXqdg</u>
Risk of Success	Denzel Washington	<u>https://www.youtube.com/watch?v=tbnzAVRZ9Xc</u>

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>
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		<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.

11. 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.

12. Communication:

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

13. 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.

14. 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.