

ADVANCED CERTIFICATION IN SEO & DIGITAL MARKETING



ABOUT LOGIX SOLUTIONS:

Logix Solutions is a trusted and premier HR consulting firm in Pakistan, delivering end-to-end solutions across Executive Search, Mass Hiring, Staff Augmentation, and HR Outsourcing. We also specialize in Payroll Management, Employee Background Verification, HR Solutions, and Facility Management Services. With customized Corporate Training & Development programs, we empower both organizations and professionals to grow and gain global recognition.



**NOW ANNOUNCING
ADVANCED CERTIFICATION IN
"SEO & DIGITAL MARKETING"**



SDCC IN PARTNERSHIP WITH LOGIX SOLUTIONS:

Skill Development Council Canada (SDCC), a leading global awarding body, has partnered with Logix Solutions to bring internationally recognized certifications accessible to Pakistani audiences. Through this collaboration, learners can access SDCC's authentic, skill-based qualifications recognized worldwide.



WHY ADVANCED CERTIFICATION IN SEO & DIGITAL MARKETING BY LOGIX SOLUTIONS?

The Advance Certification in SEO & Digital Marketing by Logix Solutions provides a strong foundation for success in the digital world. Built on international standards & recognized globally, it focuses on real, practical skills that drive results. In collaboration with SDCC, Logix Solutions ensures a credible and impactful learning journey. With this certification, you don't just learn, you build a career in digital growth and strategy.

COURSE FACILITATORS



Mr. Hammad Yousuf

Hammad is a seasoned Web Developer & Digital Marketing Expert with over 9 years of experience in SEO, PPC, SEM, and branding. He has successfully led global campaigns across the UAE, USA, UK, and Australia, working with renowned international clients. A Google-Certified Professional, Hammad combines strategy, creativity, & performance to help brands grow digitally & achieve measurable success.



Mr. Syed Furqan

Syed Furqan is a passionate Entrepreneur & Digital Marketing Specialist with a strong focus on E-Commerce growth and brand strategy. He has helped multiple businesses scale their online presence through data driven marketing & innovative digital solutions. With a results-oriented mindset, Furqan continues to empower brands to thrive in the ever-evolving digital landscape.

CAREER BENEFITS OF THE ADVANCED CERTIFICATION IN SEO & DIGITAL MARKETING

✓ **International Recognition:**

Earn a globally recognized certification that enhances your professional credibility in the digital marketing world.

✓ **Increased Earning Potential:**

Unlock access to higher-paying digital marketing roles with proven skills in SEO, PPC, and online brand strategy.

✓ **Enhanced Career Opportunities:**

Gain a competitive edge in both local and international markets with expertise that modern businesses demand.

✓ **Pathway to Career Growth:**

Advance your career in digital marketing, brand management, or E-Commerce through globally valued skills.

✓ **Practical, Industry-Relevant Skills:**

Master hands-on techniques in SEO, SEM, SMM, and content strategy used by top marketing professionals.

✓ **Global Application Confidence:**

Learn digital marketing strategies built on international best practices to work confidently with clients worldwide.

BODY OF KNOWLEDGE:

TOPIC	SESSION DETAILS
Introduction to SEO & Search Evolution	What is SEO and why is it important? Understanding Search Engines Different types of SEO SEO vs. SEM: Whats the Difference? Setting SEO Goals and Key performance Indicators(KPIs)
Facebook Ads	Introduction to Facebook Ads Setting up Facebook Ads Manager Learn Basics and how to create your first campaign.
Keyword Research And Analysis	Importance of Keyword Research in SEO How to find Relevant Keywords Keywords Research Tools and Techniques Understanding Keyword Competition Creating a Targeted keyword List Keyword Research Assignment.
Facebook Ads	Facebook Ads Targeting & Campaign Optimization How to choose the right audience and optimize ads for leads/Visibility.
On-Page SEO	Title Tags, Meta Descriptions and Header tags Content Optimization Best Practices URL Structure and Internal link Building Image Optimization for SEO Mobile-Friendly and User experience (UX) SEO
Instagram Ads	Instagram Ads Overview Creating Sponsored Posts How to set up Instagram ads and promote posts effectively.
Technical SEO	What is technical SEO? Website Speed and Performance optimization XML Sitemaps and Robots.txt Canonicalization and Duplicate Content Schema Markup and Rich Snippets Page Speed ,Performance Optimization, Schema Markup
Instagram Ads	Instagram Stories ads & Engagement boosting Techniques Designing story ads that attract and engage audiences.
Off-Page SEO and Link Building	Understanding Backlinks and Link Building White HAT vs BLACK HAT link building Guest blogging and Outreach Strategies Social Media and SEO Measuring Backlink Quality Off-Page SEO & Link Building Quiz
LinkedIn Optimization	LinkedIn profile setup Professional Optimization How to create and optimize LinkedIn profile for Personal Branding.
Local SEO	Introduction to Local SEO Google Business Profile Optimization Local Citations and NAP Consistency Local SEO Case Studies
LinkedIn Optimization	LinkedIn strategies for networking & job opportunities Using LinkedIn to attract connections and career growth
SEO Analytics and Reporting	Google Analytics for SEO Google Search console for SEO SEO tools and software
Social Media Profile Setups & Optimization	Social media Profile setup basics (Facebook, Instagram and LinkedIn) How to create accounts and complete Profiles Properly.
Algorithm updates and SEO trends	Understanding Search Engine Algorithms Major Algorithm Updates Generative AI & Voice Search How Google's AI Overview Works The Impacts of user experience on SEO Bonus: E-Commerce SEO: How to optimize your online store. Bonus: YouTube SEO Explained Bonus: how to Create a Profitable YouTube Channel Step-by-step
Social Media Profile Setups & Optimization	Advanced Profile Optimization from Credibility and Search ability Improving profiles and rank higher in searches and look professional
Algorithm updates and SEO Trends	Introduction to AI and SEO Using AI Tools for SEO Using AI Prompts Using AI For Technical SEO
Content Creation	Content Creation Fundamentals – Planning & Writing How to plan Engaging content aligned with your brand goals.
Artificial Intelligence : How to use AI IN SEO	Using AI for On-Page SEO Using AI for Off-Page SEO link Building AI for Competitive Analysis Unraveling AI's Role in SEO: Defining SEO,AIO,GEO,LLM, AND SXO Competitor Analysis using AI
Content Creation	Visual Content Creation – Images & Videos Basics Basics of designing eye-catching images and short videos
Creative Design Ads	Creative Ad Design Using Canva – Basics & Tips Learn to design attractive ads using Canva Tools
Creative Design Ads	Advanced Ad design techniques & Photoshop introduction Enhancing ad visuals with advanced design skills

COURSE DETAILS:

Starting From: 8th November, 2025

Course will be delivered in Hybrid mode

12 weeks / 24 Classes / 3 Hours Class

WHO SHOULD ATTEND:

This course is ideal for marketing professionals, entrepreneurs, freelancers, students, and business owners across industries. It is especially valuable for those Who's looking to enhance their digital marketing skills, master SEO and paid campaigns, or pursue global opportunities in the growing online market.

Course Investment: PKR 55,000 + tax | Registration Fees: Rs. 2,000/=

Early Bird **Discount 5%** | Special Discount for **Group of 5 People & Corporate Teams**

Successfully completed training programs by Logix Solutions

CHRP Batch 1

Successfully Completed with **25+ Students**

CHRP Batch 2

On-Going with **40+ Students**

Upcoming Certifications

**SEO & DIGITAL
MARKETING**

Starting From 8th November 2025

CHRP Batch 3

Starting From 29th November 2025

**ACADEMIC
LEADERSHIP**

Coming Very Soon