**JAMES COOK INSTITUTE**

## COURSE DURATION

16 hours

## COURSE SYNOPSIS

Search Engine Optimisation is a mainstream marketing strategy for any business in any industry. Search Engine Optimisation allows businesses to get free targeted online traffic.

This intensive 2-day Search Engine Optimisation course will equip learners with practical Search Engine Optimisation methodology and strategies, and it covers the fundamentals of Search Engine Optimisation, from technical SEO, On-Page SEO to Off-Page SEO.

## COURSE OBJECTIVES

By the end of this course, learners will be able to:

- Manage Search Engine Ranking.

- Implement Search Engine Methods of assessing SEO.

- Determine organisation's SEO strategies.

- Manage keyword research in alignment with SEO strategies.

- Provide SEO recommendations to elements and structure of websites and web pages.

- Optimise content creation by partnering with editorial and marketing teams.

- Apply the social network media for SEO.

- Evaluate and interpret the internet marketing strategies of a website.

- Monitor web analytics dashboards and reports on SEO strategies.

- Identify the processes involved in managing search results.

- Evaluate search performance across channels to improve rankings.

## TARGET AUDIENCE (SUPERVISORY AND MANAGERIAL)

The job role(s)/occupations that this unit would be relevant to may include all occupations in all industries. Some example are Sales and Marketing, Business Development.

## ASSUMED SKILLS (MINIMUM ENTRY REQUIREMENT)

Learners must:

- Learners must be able to read, write, speak and listen to English at secondary school level

- Be able to operate a personal desktop computer.

- Have knowledge of the basic concepts of Digital Marketing.

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## INSTRUCTIONAL METHOD

Lectures, demonstration, case studies and hands-on activities designed to provide practical experiences with skills being taught.

## COURSE CONTENT

**Learning Unit 1: What is a Search Engine and how do they work?**

- Search engine ranking

- Search engine methods of assessing SEO

**Learning Unit 2: Determine SEO strategies**

- Organisation's SEO strategies

**Learning Unit 3: Research and create SEO keywords**

- Search terms, keywords, and keyword density

- Manage keyword research in alignment with SEO objectives to optimise existing content and uncover new opportunities

**Learning Unit 4: Examine On-Page SEO**

- Elements and structure of websites and webpages

- Provide SEO recommendations pertaining to elements and structure of websites and web pages

**Learning Unit 5: Optimise SEO content creation**

- Partner with editorial and marketing teams to optimise content creation.

**Learning Unit 6: Apply social media for Off-Page SEO**

- Social network media in the context of SEO

**Learning Unit 7: Evaluate internet marketing strategies**

- Internet marketing strategies of a website

- Criteria for evaluating internet marketing strategies of a website

- Evaluate and interpret the internet marketing strategies of a website

**Learning Unit 8: Monitor and track web analytics dashboard**

- Monitor web analytics dashboards and reports to provide inputs on SEO strategies

- Evaluate and interpret the internet marketing strategies of a website

- Internet marketing strategies of a website

- Criteria for evaluating internet marketing strategies of a website

**Learning Unit 9: Evaluate and manage search performance**

- Processes involved in managing search results

- Criteria for evaluating search performance across channels

- Manage search results and evaluate search performance across channels to improve rankings