

# WSQ Search Engine Optimisation Essential



COURSE DURATION

**16 Hrs**

COURSE REFERENCE NO.

**TGS-2021003026**

MODE OF TRAINING

**Classroom**

FUNDING VALIDITY

**Till 06 Mar 2027**

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.

## Who Is This Course For

- 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.

## 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.

FULL FEE

**\$700**

(Subject to 9% GST)

NETT FEE AFTER FUNDING

**\$273**

SME OR Singaporean age  
40 and above (Subject to  
9% GST)

70% Course Fee Funded

**\$413**

Non-SME OR Singaporean  
age 21 to 39 OR Singapore  
PR

(Subject to 9% GST)

50% Course Fee Funded

Subsidies Available  
Individual

SkillsFuture Credit  
PSEA  
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# WSQ

## Search Engine Optimisation Essential

### 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

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