

WSQ Search Engine Optimisation Essential



 **COURSE DURATION**
16 Hrs

 **COURSE REFERENCE NO.**
TGS-2023021377

 **MODE OF TRAINING**
Classroom

 **FUNDING VALIDITY**
Till 18 May 2025

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.

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.

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
UTAP



Visit Our
Website

WSQ Search Engine Optimisation Essential

Course Content

1. What Is A Search Engine And How Do They Work?

Search engine ranking

Search engine methods of assessing SEO

2. Determine SEO Strategies

Organisation's SEO strategies

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

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

5. Optimise SEO Content Creation

Partner with editorial and marketing teams to optimise content creation.

6. Apply Social Media For Off-Page SEO

Social network media in the context of SEO

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

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

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



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
UTAP



Visit Our
Website