

Search Engine Optimisation Essential

Description

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.

Course Duration

16 Hours

Course Reference No.

TGS-2021003026

Mode of Training

Classroom

Funding Validity

Till 06 May 2027

Full Fee \$700

(Subject to 9% GST)

Pricing	Funding	Nett Fee (After GST)
SME OR SINGAPOREAN AGE 40 AND ABOVE	70%	\$273
NON-SME OR SINGAPOREAN AGE 21 TO 39 OR PR	50%	\$413
Subsidies available: SFC, SFEC, UTAP & PSEA		



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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 OffPage 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