

## **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:

- Be able to operate a personal desktop computer.
- Be able to listen and speak English at a proficiency level equivalent to the Employability Skills Workforce Skills Qualifications ("ES WSQ") Workplace Literacy ("WPL") level 5.
- Be able to read and write English at a proficiency level equivalent to ES WSQ WPL level 5.
- Be able to manipulate numbers at a proficiency level equivalent to ES WSQ Workplace Numeracy ("WPN") level 5.
- Have knowledge of the basic concepts of Digital Marketing.

## INSTRUCTIONAL METHOD

- Lecture
- Demonstration
- Practical exercises
- Case study

## 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