Equinet
Academy

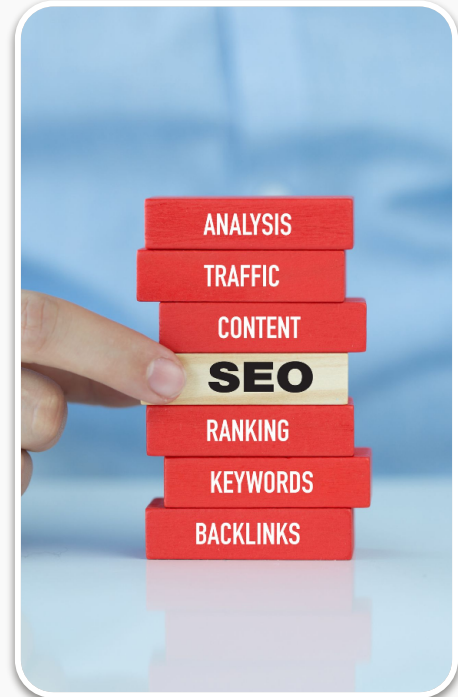# Advanced Search Engine Optimisation

Learn Advanced, Practitioner-level SEO Strategies as Executed by Industry Experts

ANALYSIS
TRAFFIC
CONTENT
SEO
RANKING
KEYWORDS
BACKLINKS

Course Description

This 2-day Advanced SEO course dives deep into expert-level SEO techniques that experienced practitioners apply on a day-to-day basis.

Participants will be required to demonstrate fundamental knowledge of how search engines work or have completed the WSQ Search Engine Optimisation course before signing up for this advanced course.

Each phase of the 4-step SEO process (Keyword Research, On-Page SEO, Off-Page SEO, SEO Analytics) covered in the fundamental WSQ Search Engine Optimisation Course will be reinforced and covered in more detail in this advanced course.

Set in a real world setting with live case studies shared by participants, successful and unsuccessful case studies shared by a subject matter expert, and in-class sessions of practical implementation of SEO strategies, participants will take away practitioner-level SEO skills and confidence by the end of the course.

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Course Duration
2 Days
9am to 6pm

Learning Mode
Face-to-Face Classroom or
Online-Based Classroom (Zoom)

From **$370.50** (incl. 9% GST) after
70% SkillsFuture Funding

Target Audience

This Advanced SEO course is targeted to **Client-side and Agency-side Marketers**, **Web Developers**, and **Small Business Owners** who wish to understand the exact mechanics behind how search engines rank websites, manage an SEO project in-house or externally with better precision, and gain practitioner-level SEO knowledge and skills to successfully implement advanced SEO strategies to their existing marketing campaigns.

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Course Highlights

In this Advanced SEO course, trainees will learn:

- The exact mechanics behind how search engines function and important ranking factors.
- How to manage an SEO project in-house or externally and better communicate with key stakeholders within an organisation
- How to strategise and develop comprehensive SEO plans and lead the execution team to achieve higher SEO rankings.
- How to diagnose and fix technical SEO issues that could potentially hinder organic search rankings.
- Advanced off-page SEO techniques from link building to online reputation management.
- How to conduct a complete SEO audit on a live website.
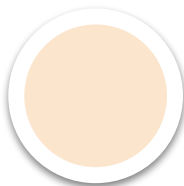
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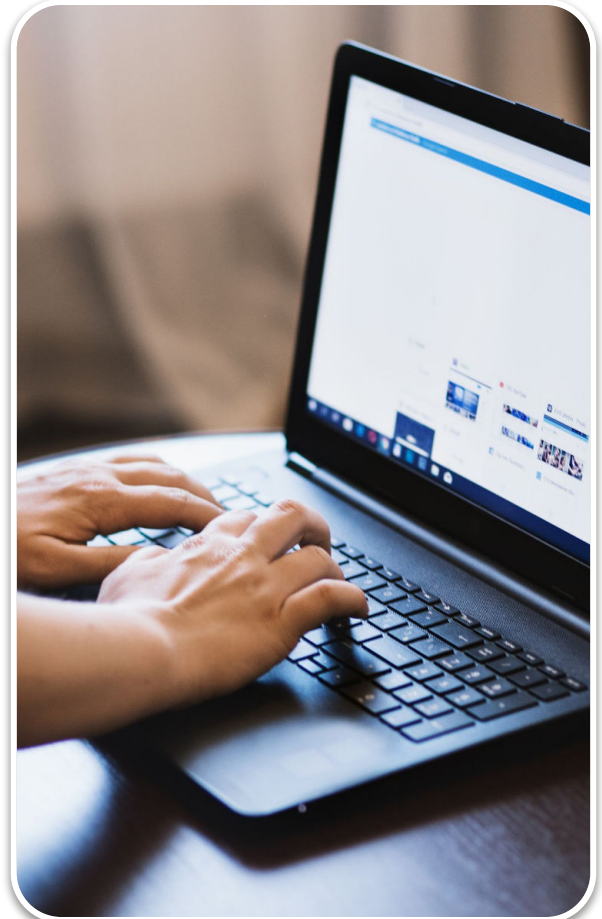
Course Objectives

By the end of the class, trainees will be able to:

- Analyse the organisation's business goals and objectives and explain how SEO supports the overall business strategy
- Analyse key performance metrics and indicators of success to evaluate effectiveness of SEO campaigns
- Employ the communication mechanics of an integrated SEM/SEO campaign and demonstrate ways to introduce, integrate, and align marketing efforts on both platforms to boost brand, customer engagement and sales
- Identify emerging SEO trends and developments, including tools, technology and algorithm updates

- Develop an advanced SEO marketing strategy and determine performance metrics to evaluate effectiveness
- Develop advanced integrated Link Building strategy by combining traditional and SEO best practices
- Utilise advanced SEO tools to conduct a comprehensive SEO analysis and audit of an existing website to develop ranking improvement action plans

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Certification

A SkillsFuture **WSQ Statement of Attainment (SOA) – Search Engine Optimisation (SEO)** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Advanced Search Engine Optimisation (SEO) course assessment and achieved at least 75% attendance.

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WSQ ADVANCED SEARCH ENGINE OPTIMISATION (SEO) COURSE

CERTIFICATE OF COMPLETION

This certificate is awarded to

YOUR NAME

for successfully completing the WSQ Advanced Search Engine Optimisation (SEO) Course
(aligned to the Skills Framework Search Engine Optimisation (SEO))

Date
Date

Dylan Sun
Training Director

Equinet Academy

Course Outlines

Advanced Keyword Research and SEO Content Strategy

Instructor-Led | Mode of Delivery (Lecture & Demonstration)

- Build your Ideal Customer Profile and Identify Pain Points to Meet Business Goals and Objectives
- Key Performance Indicators to Identify Campaign Success
- Utilising keyword research tools and competitor research to build an advanced content plan
- Analyse and Interpret SEM data to inform SEO strategy
- Devise ways to integrate and align to marketing efforts at 3 stages of the the marketing funnel (TOFU/MOFU/BOFU)

Advanced On-Page SEO

Instructor-led | Mode of Delivery (Lecture, Demonstration & Modelling)

- Understanding complex search engine algorithms
- Interpreting Google Search Quality Rater Guidelines in-depth
- Dealing with duplicate content
- Structuring content and information architecture for SEO
- Implementing Schema Markup and Structured Data
- Major Algorithm Updates
- Page Experience, Core Web Vitals and Mobile Friendliness

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Course Outlines

Advanced On-Page SEO (cont.)

Instructor-led | Mode of Delivery (Lecture, Demonstration & Modelling)

- Tools to Improve Website
- How to deal with conflicting perspectives (UX Vs. SEO)
- Latest technology tools
- Advanced Onpage Recommendations
- Internal Link Audit

Advanced Off-Page SEO

Instructor-led | Mode of Delivery (Lecture, Demonstration & Modelling)

- Traditional PR vs Digital PR
- How to create ultra-linkable assets
- Advanced link building strategies and Digital PR

Advanced SEO Strategies and Analytics

Instructor-led | Mode of Delivery (Lecture, Demonstration & Modelling)

- Diagnosing Rankability and Implementing with Checklist
- Using advanced SEO tools to conduct Onpage & Offpage Audits across a whole website
- Advanced Competitor Backlink Analysis and Strategy
- Calculating ROI of an SEO campaign

Assessment Component

- Written Assessment – Case Study with Questions
- Individual Project Presentation
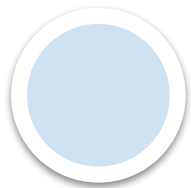
Trainer Bio
Kevin Dam

Kevin is the CEO, Founder of Aemorph. A seasoned entrepreneur and digital marketing expert. Kevin started in digital marketing, specialising in Search Engine Optimisation since 2010, and is helping F&B, Finance, Insurance, E-commerce, Medical, B2B services and SaaS companies. Kevin is also a certified adult educator in Singapore, delivering high-quality, relevant, and easy-to-implement training to ensure learners can get immediate results and build upon their knowledge.

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Why Learn with Equinet?

Access recorded sessions of live classes
Replay parts of the course from your in-person or online classes. An excellent recap method.

Re-attend the course once within 3 years
Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.

3-year access to the courseware via our LMS
Get 3-year access to the updated course slides, templates, guides, and videos. Be ready to implement the concepts learnt.

Post-training mentoring with industry experts
Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.

Lifetime access to community support group
Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

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Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens **40 years old & above**	**70%** SkillsFuture Funding	**S$370.50**
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders **21 years old & above**	**50%** SkillsFuture Funding	**S$560.50**

Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) **21 years old & above**	**70%** SkillsFuture Funding	**S$370.50**
Non-SME **21 years old & above**	**50%** SkillsFuture Funding	**S$560.50**
Non-SME Singapore Citizens **40 years old & above**	**70%** SkillsFuture Funding	**S$370.50**

Course Fees & Fundings

SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to https://www.myskillsfuture.gov.sg/ to view your balance.

SkillsFuture Enterprise Credits (SFEC)*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at $10,000 per company.

Eligible for claim after course completion.

Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at 6260 0777 and enter your NRIC number.

Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

Trainee Testimonials

"I have a high level knowledge of the topic, but have never fully learnt to an advanced level. Now, thanks to the help of Equinet and Kevin Dam, I am very confident in my abilities to run a successful SEO strategy."

Yong Soon Boon, ITE College East

"The Advanced SEO Course is hands-on and useful. As a business owner, this provides a good overview of what I need to do within a short period of time. I'm more confident that I can execute the content and SEO strategy optimally for my company after this course."

Yeo Chuen Chuen

"Kevin is an awesome trainer who takes the time to explain things clearly. Highly recommend my peers to take up the course."

Maurice Mok, *DHL*

"The course is very useful to understand what really matters in building a trustable, well-ranked website which is good for both human visitors and the SEO engine. Kevin delivered the course very well and shared a lot of his own good and relevant experiences."

Effendy Chearles

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Frequently Asked Questions

Are there any pre-requisites or minimum entry requirements?
Trainees should be proficient in web surfing and be able to write and converse in English.

Do I have to prepare anything before attending the course?
For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.

Are there any funding or government subsidies for this course?
You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.

If I have any questions after the course, can I consult the trainer?
Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

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Advanced Search Engine Optimisation

SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Search Engine Optimisation (SEO) | Course Code: TGS-2022016980 | Registry Period: 08 Nov 2022 - 07 Nov 2024