Equinet Academy

Search Engine Optimisation (SEO)

Learn How to Rank Your Website on Page #1 of Google

- In-Person Or Online-based Classroom
- Duration: 16 Hours (2 days)

WS SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

You're in Good Company
We upskill and empower teams at leading industry organisations.
You are in good hands.

Microsoft · new balance · SONY · IKEA · DHL · FUJI xerox

Course Fees & Fundings
Course Fee: S$975.00 (inclusive of 9% GST)
Course Fee After Eligible SSG Subsidies:
From **S$292.50** (inclusive of 9% GST)

SkillsFuture Credit, PSEA, UTAP Claimable

www.equinetacademy.com

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Course Overview

[Search Engine Optimisation (SEO)](#) is the process of optimising a website to rank highly on search engine results pages for highly targeted keywords.

Organic search is considered one of the most effective digital marketing channels when it comes to converting qualified prospects into paying customers.

So, how do you tap into this lucrative channel?

This intensive Search Engine Optimisation (SEO) certification training course covers the most up-to-date SEO marketing strategies and how to implement them to your existing businesses, enabling you to become a certified SEO strategist.

Trainees will participate in live exercises, group discussions, role-playing, Q&A sessions, and undertake interactive quizzes, in order to better facilitate their learning.

By the end of the course, participants will take away actionable SEO strategies that will enable them to manage their own SEO campaigns, manage any third-party SEO vendors, and oversee SEO campaigns as an SEO head.

To better facilitate the learning, each course participant will be provided with a demo website for practical exercises while they also have the option to work on their own website.

Target Audience

Marketing professionals, Web developers, Content developers, and Marketing managers who are required to understand how search engines work in order to manage SEO campaigns and oversee SEO vendors, as well as how to develop/optimise content and webpages to increase search rankings.

01. Marketing Professionals: Enhance their understanding of search engine algorithms, keyword strategies, and analytics to manage effective SEO campaigns and collaborate seamlessly with SEO vendors for better results.

02. Web Developers: Learn to optimise website structure, improve load speeds, and implement technical SEO best practices to boost search engine rankings and overall site performance.

03. Content Developers: Gain insights into creating high-quality, SEO-friendly content that improves search visibility, engages audiences, and drives organic traffic.

04. Marketing Managers: Acquire comprehensive skills to oversee and coordinate SEO efforts, ensuring they align with overall marketing strategies and business objectives, and effectively manage SEO vendors for optimal outcomes

05. Marketing Professionals: Individuals who need to understand search engine mechanics to effectively manage and strategize SEO campaigns.

06. Web Developers: Professionals responsible for the technical aspects of websites, including site structure and coding, crucial for SEO optimisation.

These groups will benefit from the comprehensive coverage of Search Engine Optimisation (SEO) tools, and best practices offered by the course, ensuring they are well-equipped to apply these skills in real-world scenarios.

Course Highlights

In this Search Engine Optimisation Course, trainees will learn

- The latest Google algorithm updates and the impact on your website rankings

- What to include on any webpage to hit the 1st page of Google (complete with infographics)

- How to beat the competition when it comes to keyword research

- How to earn high quality editorial backlinks with a few simple techniques (completely white-hat)

- Important on-page and off-page ranking factors every marketer needs to know to stay on top of Google, including AI integrated SEO strategies

- How to create keyword ranking reports, track and measure return on investment on SEO activities, and make strategic improvements (SEO analytics)

- How to manage SEO campaigns in-house or through an SEO agency

- And much more
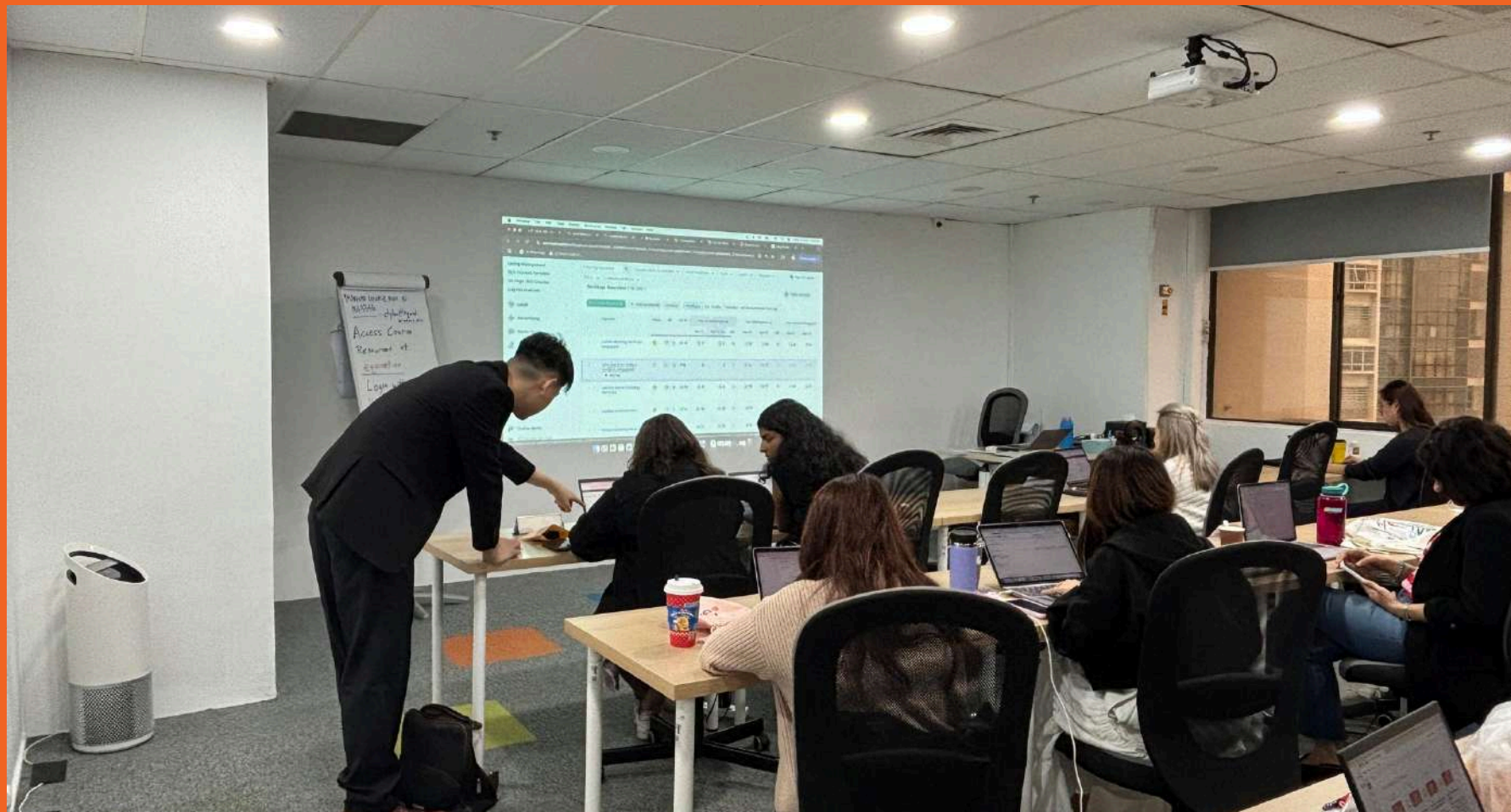
Course Objectives

By the end of the class, trainees will:

- Assess advantages, and disadvantages of SEO and SEM and propose suitable search marketing tools and SEO activities to address marketing objectives and target customers

- Conduct extensive keyword research to curate relevant content to reinforce the organisation's competitive advantage, key messages and brand, and implement on-page SEO to increase organic search engine rankings

- Develop content marketing and link building plan to rank various types of content on the organic search engine results pages

- Measure and analyse the effectiveness of SEO campaigns and determine factors that can improve keyword rankings and SEO-related KPIs and metrics

Course Outline
Introduction to SEO

Topics Covered Include:

Instructor-led | Mode of Delivery (Lecture & Illustration, Class Discussion)
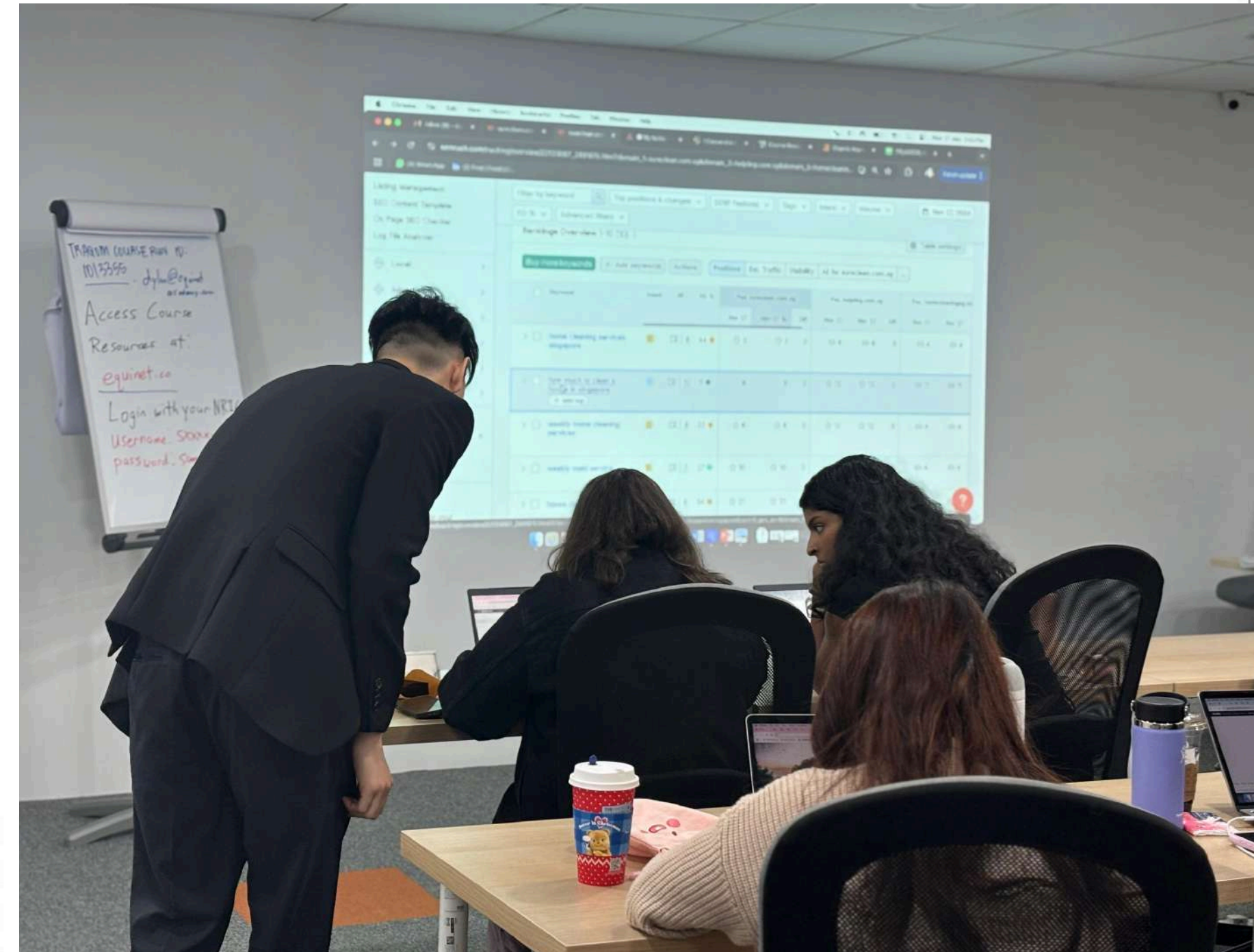
- What is SEO and the importance for a company's marketing strategy
- How SEO can benefit your business including Case Studies and the tools you can use to find target customers for your marketing strategy
- Pros and Cons of SEO and SEM
- Should you do SEO or SEM for your business
- Introduction to the 4-step SEO process

Keyword Research & Onpage SEO

Topics Covered Include:

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Class Discussion)

- Keyword research 101: What is keyword research and why is it important
- 4 key principles of effective keyword research
- Know Your Customers and Buyers Persona Research
- How to Apply the Buying Journey for SEO Purposes
- Understanding Search Intent for SEO and the Content Types Required
- Site Information Architecture, Design and UX
- Recommended free and premium keyword research tools
- Implementing a 4-step keyword research process
- How to build and organise an extensive keyword list

- What is on-page optimisation and why is it important
- H1 & Title tags: Best practices
- Domain and URL: Best practices
- Meta description: Best practices
- Image optimisation: Best practices
- Content creation: Best practices
- Leveraging AI in SEO
- Generative Engine Optimisation (GEO) Vs SEO
- GEO strategies
- How Search Engines work
- How to conduct a full website on-page SEO audit
- PageSpeed optimisation and Mobile Friendly Sites
- White Hat vs Black Hat SEO and Major Algorithm Changes
- Local SEO

Link Building (Off-Page SEO)

Topics Covered Include:

Instructor-led | Mode of Delivery (Lecture & ustration, Demonstration & Practical Application)

- What is Link Building and why are backlinks important?
- Anatomy of a quality backlink
- 3 major off-page SEO ranking factors
- Social media signals – do they matter?
- What to do if you receive a search engine penalty from Google
- How to fix a search engine penalty
- Effective link building strategies
- Content Marketing for SEO
- How to execute effective outreach
- 4-step link building process (template included)

SEO Analytics

Topics Covered Include:

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application)

- How to track your keyword rankings and develop a keyword rankings improvement plan
- Case Studies Diagnosing Rankability in Order to Execute Effective SEO Campaign
- Essential SEO metrics to track and measure your SEO success
- Google Search Console (Verification of website, sitemap submission, and walkthrough of key features and performance data)

Assessment Component

- Written assessment – Case study with Questions
- Individual project presentation
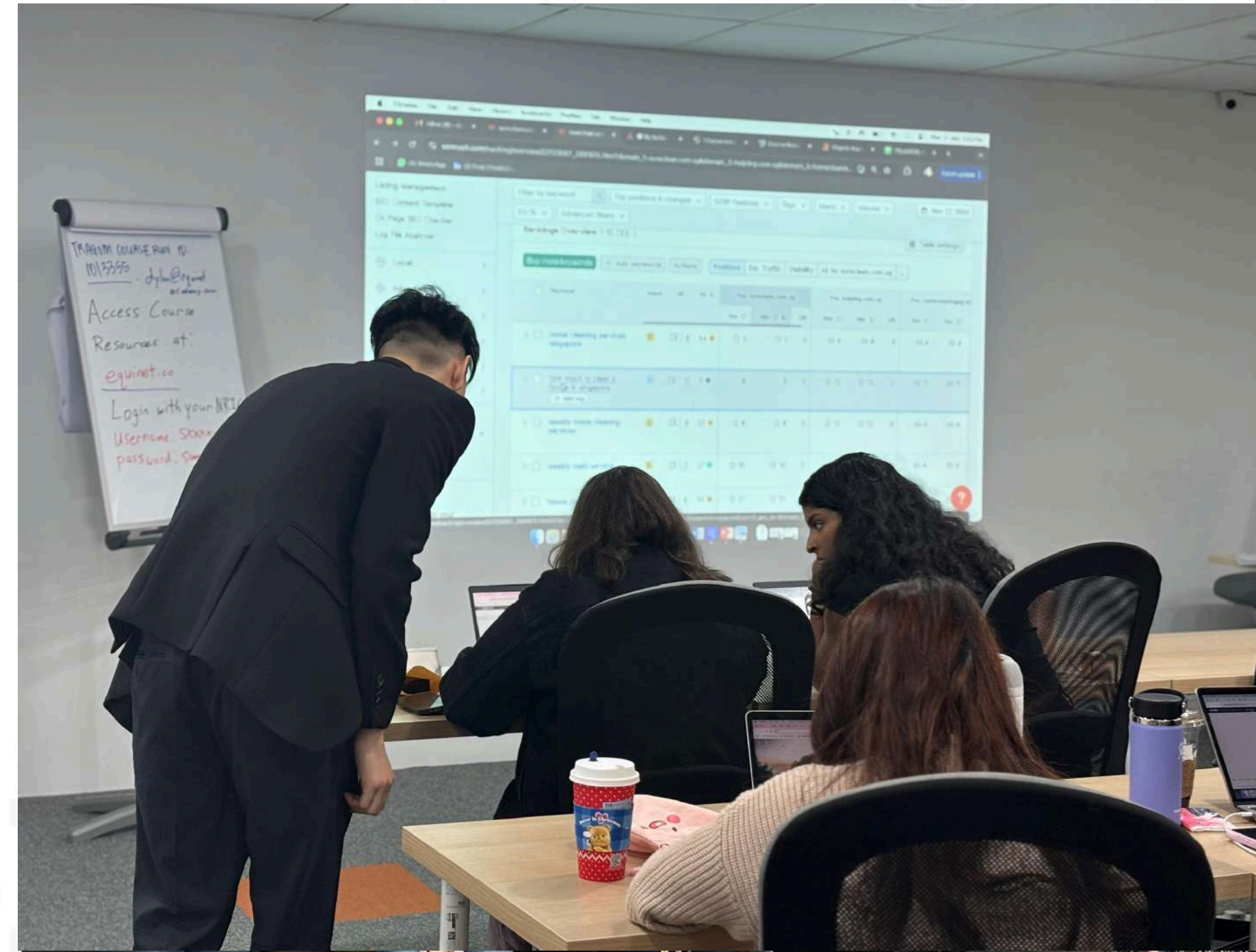
Trainer Profile
Kevin Dam

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.

Certificate and Certification Track

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

*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Integrated Marketing

Course Code: TGS-2019502323
Course Support Period: 29 Jan 2019 - 28 Jan 2027

Why
Learn With Us

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ).** You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

4.9/5
Google Reviews

20,000+
In our community and have trained at Equinet

4/5
Quality Rating on TRAQOM via Qualtrics

Testimonials

It had been supremely useful after attending this SEO course, and I was able to help my organisation troubleshoot and bring up the organic search traffic the past few months. The presentation materials were comprehensive and well organised – truly informative and an enriching experience.

Adeline Ng,
Singapore Press Holdings

This SEO course has been extremely useful to me as it is of direct relevance and applicability to my work. I would strongly recommend those who are managing digital marketing campaigns, be it by themselves or through a 3rd party to attend this course.

Lynne Loh,
Fuji Xerox

SEO is a subject that is technical and dry, but not Mr. Kevin Dam's SEO training class. He did not use very technical terms to ensure that my non-technical course mates were able to understand as well. He uses illustrations and examples to help us in our understanding. He also repeats key concepts to ensure we register them into our muscle memory.

Chia Teck Hwee, AT&T

The SEO course materials was comprehensive and very useful. The 2 days course provided great insights and understanding of how SEO works – its implications and strategies. This course was helpful and Kevin was a great trainer who is a very knowledgeable expert that took time to slowly &thoroughly explain concepts, strategy and SEO tools to use

Joy Koh, Singapore Turf Club

Enrolling in this SEO course from Equinet Academy was a game-changer for me. The instructor-led sessions were incredibly informative and practical, providing clear insights into tracking keyword rankings and using Google Search Console effectively.

Ravi Tan

Equinet
Academy

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Frequently Asked Questions

What is the difference between this course and the Advanced SEO course?

The basic SEO course covers the fundamental concepts of search engine optimisation and how to rank a website on the first page of Google. The **Advanced SEO Course** goes into more detail covering more advanced concepts of search engine optimisation such as managing day-to-day SEO operations. You may go through and review both course outlines in detail and contact us should you have any specific questions on this.

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. For more details, you may read the Online-based Classroom Learner Guide.

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.

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 Equinet Academy Insider Community where you may network with like-minded individuals and industry experts and live Post-Training Mentoring sessions where you may seek advice from a subject matter expert.

Related Courses

Advanced Search Engine Optimisation (SEO).

Website & Landing Page Conversion Optimisation

Copywriting and Content Writing

Learn How to Rank Your Website on Page #1 of Google

Sign up for **Search Engine Optimisation (SEO)**

Reserve your seat here today.

Equinet Academy

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For More Information
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