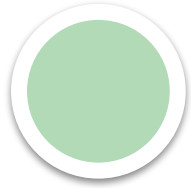


Search Engine Optimisation

How to Rank Your Website on Page #1 of Google





Course Description



[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.



Course Duration

2 Days
9am to 6pm



Learning Mode

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



From **\$346.32** (incl. 9% GST) after
70% SkillsFuture Funding

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/optimize content and webpages to increase search rankings.



Course Highlights

In this SEO training workshop, 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
- 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

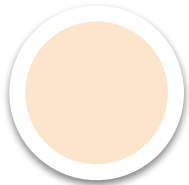
By the end of the class, trainees will:

- 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





Certification



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.



Course Outlines

Introduction to SEO

Instructor-led | Mode of Delivery (Lecture & Illustration)

- 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

Link Building (Off-Page SEO)

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

Course Outlines

Keyword Research & Onpage SEO

(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
- 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

Course Outlines

SEO Analytics

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 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.



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.

Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$346.32
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$523.92
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$346.32
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$523.92
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$346.32

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](tel:62600777) 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



“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.

During our practical SEO sessions, Kevin’s instructions are direct and clear. He explains the actions taken and the outcome. The class pacing was good and even the older folks in my class were able to follow along and complete the practical assignments.

Many thanks to Kevin for helping to kick start my SEO learning journey.”

Chia Teck Hwee, AT&T

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.

Search Engine Optimisation



SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Integrated Marketing | Course Code: TGS-2019502323 | Registry Period: 29 Jan 2019 - 28 Jan 2025