



Course Brochure

# WSQ Search Engine Optimisation Course

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Learn How to Rank on Page #1 of Google

*Choose from online-based or face-to-face classroom learning modes*

# Search

Search engine.

10.45

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## Course Overview

Course description, objectives, target audience, course outline, etc.



## Why Learn at Equinet?

Clients and testimonials, key features.



## Course Information

Course fees, course schedules, and FAQs



WSQ SEARCH ENGINE OPTIMISATION (SEO)

# COURSE OVERVIEW



# SEARCH ENGINE OPTIMISATION (SEO) COURSE



Rank Your Website on Page #1 of Google



THIS COURSE IS

## ACCREDITED BY:



SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework ICT-SNM-3006-1.1 Integrated Marketing

**CRS No.: CRS-Q-0032334-ICT**



### Course Duration

16 Hours



### Mode of Delivery

Online-based or Face to Face Classroom



### Course Fee

**\$888**

*From S\$88.80 After 90% SkillsFuture Funding*

WHAT IS THIS COURSE ABOUT?

# Course Description

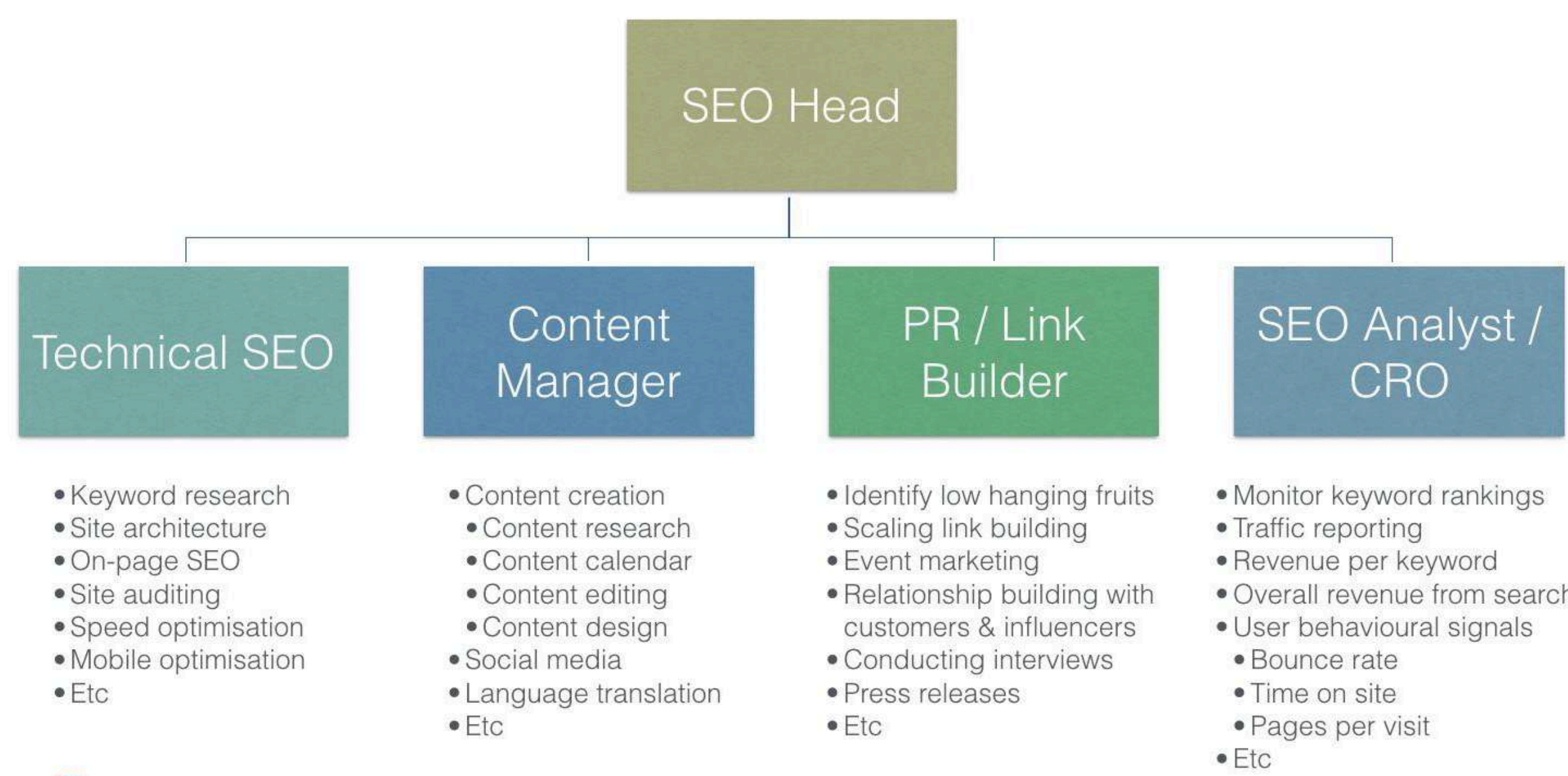
Search Engine Optimisation or SEO is the process of optimising a website to rank on top of the search engine results pages for highly targeted keywords (search queries that potential customers key in to find your products and services).



*Not sure what is SEO? Read this guide first: [SEO Tutorial - Step-By-Step Search Engine Optimisation Guide](#)*

Organic search traffic is ranked one of the most effective digital marketing channels when it comes to converting qualified prospects into paying customers - Marketing Land and in Singapore, Google has over 90% of marketshare among other popular search engines such as Bing and Yahoo!.

This intensive Search Engine Optimisation (SEO) Training course covers the most up-to-date search marketing strategies and how to implement them to your existing businesses. To better facilitate the learning, each participant will be provided with a demo website for practical sessions on keyword research, on-page optimisation, and link building. Participants will also have the opportunity to work on their own websites should they choose to.



By the end of the course, participants will take away **actionable SEO strategies** that will enable them to **manage their own SEO campaigns**, be able to spot any tell-tale signs of a third party SEO vendor should hiring one be necessary, and **oversee SEO campaigns as an SEO head.**



**In order to reinforce the concepts learned, participants will participate in live exercises, group discussions, role-playing, Q&A sessions, and undertake interactive quizzes.**

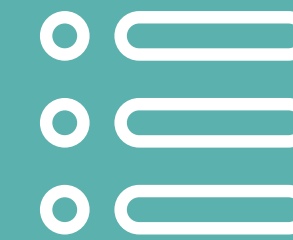
### Aligning SEO Strategy and Marketing Strategy





## 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.



## Prerequisites

Basic computer knowledge.

**Face-to-face classroom learning mode:** Each participant will be provided a windows laptop for the duration of the course. Participants may however opt to bring their own laptops.

A live website will not be required as students will be provided with demo websites to hands-on with both on-page and off-page SEO techniques on dummy webpages to increase search rankings. Participants will also be given the opportunity to apply the knowledge learnt to their own websites during class.

**Online-classroom learning mode:** Personal computer, stable internet connection of at least 10mbps, webcam, microphone, video conferencing platform, and other logistical requirements outlined in the [Online-based Classroom Learner Guide](#).

# COURSE HIGHLIGHTS

In this course, you 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 this end of this course, you will:

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- ✓ Be able to conduct extensive and effective keyword research.
- ✓ Understand and be able to implement white-hat on-page optimisation techniques.
- ✓ Know how to identify link building opportunities and be able to implement them to existing Search Engine Optimisation campaigns.
- ✓ Know how to use various SEO tools to conduct competitive SEO analysis.
- ✓ Be able to create ROI-focused SEO campaigns.
- ✓ Be able to optimise a website locally and internationally.
- ✓ Be well-versed in the concepts of SEO, the correct methodology and processes required in place.
- ✓ Be able to oversee and manage Search Engine Optimisation campaigns in-house or through an agency.

# COURSE OUTLINE

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## SEO FUNDAMENTALS

Instructor-Led | Lecture, case study, group discussion, group presentation

- ▷ What is SEO and How it Works?
- ▷ Why SEO is Important from a Business Perspective
- ▷ Advantages and Disadvantages of SEO
- ▷ Successful and Unsuccessful SEO Case Studies
- ▷ SEO VS SEM
- ▷ Overview of the 4-step SEO process

## CONDUCT EFFECTIVE AND EXTENSIVE KEYWORD RESEARCH

Instructor-led | Lecture, demonstration and modelling, drill and practice, case study, group discussion, group presentation, group project work

- ▷ Keyword research 101: What is keyword research and why is it important
- ▷ 4 key principles of effective keyword research
- ▷ Types of keywords you should target and optimize for
- ▷ Recommended free and premium keyword research tools
- ▷ How to build an extensive SEO keyword plan
- ▷ How to implement a 4-step keyword research process

# COURSE OUTLINE (CONT...)

## ON-PAGE SEO: KEYWORD OPTIMISATION AND TECHNICAL SEO AUDIT

Instructor-led | Lecture, demonstration and modelling, case study, group discussion, group presentation, group project work, games/quizzes

- ▷ What is on-page optimisation and why is it important
- ▷ Title tags: Best practices
- ▷ Domain and URL: Best practices
- ▷ Meta description: Best practices
- ▷ Image optimisation: Best practices
- ▷ How to rank on Youtube and video optimisation
- ▷ Content creation: Best practices
- ▷ How search engines work
- ▷ White hat vs black hat SEO
- ▷ Google's latest and most significant algorithm changes
- ▷ How to conduct a technical SEO audit
- ▷ Local SEO

## OFF-PAGE SEO: LINK BUILDING AND CONTENT MARKETING STRATEGIES

Instructor-led | Lecture, demonstration and modelling, drill and practice, case study, individual project work

- ▷ Why is link building important?
- ▷ Anatomy of a quality backlink
- ▷ Major off-page SEO ranking factors
- ▷ Social media signals
- ▷ Effective link building strategies

# COURSE OUTLINE (CONT...)

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## SEO ANALYTICS: CREATING SEO REPORTS, RANK TRACKING, AND INTERPRETING SEO KPIs AND METRICS

Instructional-led | Lecture, demonstration and modelling, case study

- ▷ How to track your keyword rankings
- ▷ How to develop a keyword ranking improvement plan
- ▷ Setting up Google Search Console + Walkthrough
- ▷ Essential SEO metrics to track and evaluate your SEO performance

## ASSESSMENT COMPONENT

- ▷ Individual Project Work
- ▷ Case study (Written Assessment)

WSQ SEARCH ENGINE OPTIMISATION

# CERTIFICATION

WSQ Statement of Attainment & Certificate of Completion

A SkillsFuture WSQ Statement of Attainment (SOA) - ICT-SNM-3006-1.1 Integrated Marketing under the National Infocomm Competency Framework (NICF) and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Search Engine Optimisation (SEO) assessment and achieved at least 75% attendance.



COMPLETE 6 DIGITAL MARKETING CORE MODULES TO BECOME A

# CERTIFIED DIGITAL MARKETING STRATEGIST

Certified Digital Marketing Strategist (CDMS) Programme

## Modules



## Trainer Profile

# DYLAN SUN

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Dylan is the Founder, Marketing Director, and Director of Training of Equinet Academy. Throughout his career as a Search Marketing Specialist, he audited over 300+ SEO/SEM campaigns, conducted SEO classes for over 1500+ trainees, and provided consultancy to dozens of Small Medium Enterprises, Global Brands, Academic Institutions, and Government Organisations across the Infocomms, Travel, Hotel, Retail, eCommerce and B2B & B2C industries. Some of his clients include DHL, Fuji Xerox Asia Pacific, Microsoft, Emmerson, Singhealth, and Singtel.

During his previous role as a Search Marketing Consultant, he facilitated the SEO site revamp and migration for SingHealth (Singapore's largest academic medical centre) HealthXchange web portal, a content hub for trusted health tips tailored for Asia, while successfully maintaining the web portal's search engine ranking positions on Google. Traffic volume increased by over 100% within a year after the successful revamp. He currently manages digital marketing campaigns for several companies in Asia, all consistently generating online leads and observing stable profit growth.

Dylan is also a certified adult educator with the WSQ Advanced Certificate in Training and Assessment (ACTA) and certified curriculum developer with the WSQ Diploma in Adult and Continuing Education (DACE), awarded by the Institute of Adult Learning (IAL), previously an institute under SkillsFuture Singapore (Formally WDA) and now an autonomous institute within the Singapore University of Social Sciences (SUSS).

He is a dedicated trainer and curriculum developer who prides himself in delivering quality training to ensure learners take away applicable knowledge and skills they can immediately put to action.

\*Only one trainer will be facilitating per class\*



## Trainer Profile

# KEVIN DAM

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Kevin is the Founder and Director of Product & Marketing for Aemorph Digital Agency.

Kevin started in digital marketing, specialising in Search Engine Optimisation after leaving a career in banking and finance. He now has almost 10 years of experience gathering thousands of auditing hours on 300+ websites in all industries such as F&B, finance, insurance, e-commerce, medical and b2b services, serving clients such as MSIG Insurance, Bizcover Insurance, TWG Tea, Aura Group, Merger Markets (Acuris) and dozens of local SME's, across Australia, New Zealand, Hong Kong, the United States and Singapore.

In his capacity as the lead consultant and strategist for client campaigns, he's facilitated SEO migrations and site revamps consisting of 4-5000 URL's that lead to a 20% increase in traffic. In another case, Kevin helped revitalise an outdoor furniture client after a botched CMS migration from Wordpress to Magento and helped this outdoor furniture client recover their rankings, originally from top 5 before migration, to page 3, to recovering and improving their position to the top 3 rankings. In a third case local to Singapore, the client was not getting results after 6 months working with a provider but after making the switch to Kevin's agency saw a 620% increase in traffic to well over 10,000 visits a month and growing profit.

Kevin is also a certified adult educator with the WSQ Advanced Certificate in Learning and Performance (ACLPL) awarded by the Institute of Adult Learning (IAL), previously an institute under SkillsFuture Singapore (Formerly WDA) and now an autonomous institute within the Singapore University of Social Sciences (SUSS).

Kevin is a dedicated practitioner and trainer who's paving the way by helping companies create profitable online channels and delivering high quality, relevant and easy to implement training to ensure learners can get immediate results and build upon their knowledge.

\*Only one trainer will be facilitating per class\*







WSQ SEARCH ENGINE OPTIMISATION (SEO)

# WHY LEARN AT EQUINET?

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OUR CLIENTELE

# COMPANIES WHO HAVE ATTENDED OUR COURSES



**ENJOY**

## COMPLIMENTARY REFRESHER

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Re-attend the course, free of charge. Up to 1 complimentary refresher for up to 1 year after the last date of the course attended.\*

\* Refresher seats are specially allocated for refresher trainees and are non-participative. Refresher trainees may opt to take up participative seats subject to availability.

**GET**

## HANDS-ON

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Retain knowledge better through practice and feedback. We apply instructional design methodologies such as Gagne's 9 Events of Instruction to enhance your learning and retention.

**ACCESS**

## POST-TRAINING SUPPORT

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The post-training support programme is available to past trainees who have successfully completed the course. It serves as a consultation to address any hurdles faced while implementing the strategies and tactics shared during the course on real world campaigns. Contact your course trainer directly via email.

**COMPREHENSIVE AND**

## STRUCTURED CURRICULUM

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Course modules are designed to build on the foundations, gradually leading up to the main course, and finally reinforcing the concepts learned through practice and feedback.

CURRICULUM AND COURSEWARE ARE  
**UP-TO-DATE**

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Our curriculum developers who are in charged of keeping the curriculum and courseware up to date are active practitioners and experts in their respective fields.

DEVELOPED AND DELIVERED BY  
**INDUSTRY EXPERTS**

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Our team of digital marketers are passionate individuals dedicated to imparting their years of knowledge and experience to our learners.

REALISTIC,  
**REAL-WORLD  
PRACTICAL SETTING**

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Shorten your learning curve through real-world case studies and practical examples.

GAIN  
**LIFE-TIME ACCESS TO  
COURSE MATERIALS**

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Worried your course materials accessed a year ago have become outdated? Fret not, signing up for this course gains you life-time access to the course materials via our learning management system.

EXPERIENCE

**MODERN TRAINING  
FACILITIES**

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Our training rooms are equipped with laptops, 500mbps internet connection, hexagon-shaped cluster seating, and comfortable swivelling chairs, providing you a cozy yet open learning environment.

TAKEAWAY

**ACTIONABLE  
STRATEGIES**

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Takeaway actionable strategies, frameworks, and processes you can implement to new or existing campaigns.

WHAT OUR TRAINEES SAY ABOUT OUR COURSE

# TESTIMONIALS

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## Adeline Ng

SINGAPORE PRESS HOLDINGS

*"It has been supremely useful after attending your course, and i was able to help my organisation troubleshoot and bring up the organic search traffic the past few months. Dylan is clearly very knowledgeable -taught with utmost professionalism and offered great insights. The presentation materials were comprehensive and well organised - truly informative and an enriching experience." Adeline Ng Singapore Press Holdings*

## Ina

SINGHEALTH

*"Dylan conducted an in-house SEO training for our team in 2016 when we were revamping our website. We're still reaping benefits from his training today - our 301 redirect was successfully executed and our organic traffic continues to grow monthly. Highly recommend him as a trainer and consultant."*

## Lynne Loh

FUJI XEROX

*"This 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."*

WHAT OUR TRAINEES SAY ABOUT OUR COURSE

## TESTIMONIALS (Cont...)

### Austin Gu

*"Attending Equinet's SEO class has changed my life. I attended Dylan's class nearly 2 years back, at the time I was still in my signage business struggling to promote my website. He showed me a detailed step-by-step guide on the process of marketing my website, not only useful for SEO but also inspired me. With the knowledge acquired, it helped me get a job in a digital agency and I even started an Integrated Marketing Agency with my boss. Thank you Mr Dylan, the SEO class had being the trigger point of my career advancement."*

### Sheryl Tian

CANADIAN EDUCATION COLLEGE

*"I took the SEO 2-day course and found it to be very useful and helpful with our business. I learned a great deal from it. It has made a big difference. Our school's SEO account has risen to a top 3 rating for some key words. Thank you so much."*

### Joan Tan

OMEGA PERFORMANCE

*"I have greatly benefited from Equinet Academy's SEO/SEM training. The trainer has very strong technical knowledge and comprehensive training content, is passionate about the topic and is very committed to ensuring that the students understand and apply the concepts taught. I am now able to make better business decisions for our digital marketing strategy and investment. Will definitely recommend fellow industry professionals to participate in Equinet Academy's courses."*

WHAT OUR TRAINEES SAY ABOUT OUR COURSE

## TESTIMONIALS (Cont...)

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### Chelsea Ong

ESI INTERNATIONAL

*My team and I picked up useful knowledge on keyword optimisation in a short 2-day session, thanks to the trainer's patience and in-depth explanations. This has helped us in the development of website content, and in better articulating our queries/concerns when working with our web vendors."*

### Clifford Tan

STARHUB

*Dylan helps trainees understand concepts by providing many real-life examples, some of which includes his own success and failures. He is a good speaker and is very knowledgeable!"*

### Alison Liew

*"The best endorsement of Dylan's competency is Equinet Academy consistent ability to rank in the top 3 of Google search engine for the relevant keywords. In addition, Dylan's passion for SEO grows on the class. Another reason why Equinet Academy SEO Course is value for money is the free consultation that he provides during breaks. Students who prefer a more personal and private session could often be seen seeking his advice and expertise during lunch breaks and after classes. He would take every student seriously and approach each issue patiently and objectively. It is evident that Dylan is committed to ensure that his students understand and grasp the concepts that are being taught." Read the full review at [Heartlandboy.com](https://www.heartlandboy.com)*

WHAT OUR TRAINEES SAY ABOUT OUR COURSE

## TESTIMONIALS (Cont...)

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### **Andrey Starodumov**

*"Currently, I am an MBA student and I can say that conventional and long-established institutions should definitely pay attention to training centers like Equinet. They can learn a lot about how to conduct classes, select and structure content. I felt like in these 16 hours of training not a single minute was wasted - very straight to the point, extremely helpful and applicable."*





WSQ SEARCH ENGINE OPTIMISATION (SEO)

# COURSE INFORMATION

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# COURSE FEES & SCHEDULES

## COURSE FEES

	Singaporean Citizen	Singaporean PR
Company-Sponsored (Non-SME)	\$648	\$648
Company-Sponsored (SME)	\$88.80	\$88.80
Self-Sponsored (21 - 39 years old)	\$648	\$648
Self-Sponsored (Above 40 years old)	\$88.80	\$648

### Original course fee: \$888

Fees can be further offset by [SkillsFuture Credit](#) for Singapore Citizens aged 25 and above. Singapore Citizens aged 21 to 31 may also offset fees with the [Post Secondary Education Account Funds](#) for self-sponsored.

Check [eligible grant amount](#) and nett payable course fees via the [grant calculator](#).

## COURSE SCHEDULES

**Course Duration:**  
2 Days (9am – 6pm)

View Available Course Dates via  
[www.equinetacademy.com/courses/wsq-seo-registration/](http://www.equinetacademy.com/courses/wsq-seo-registration/)

# FAQs

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## + What is the difference between online classroom and face-to-face traditional classroom?

Typically, in a traditional classroom, classes are conducted with 1 trainer to 20 - 25 learners in a cluster or classroom seating format. Group discussions, group presentations, lectures, peer-to-peer coaching are all conducted face-to-face (in person).

In an online-based classroom, lessons will be delivered via a video conferencing software. Lectures will be conducted via screensharing, while group discussions and group brainstorming will be conducted via "breakout" rooms (individual virtual rooms) to split up discussions into smaller groups.

Read the [Online-based Classroom Learner Guide](#) for a more detailed comparison on both formats.

## + What is SEO and Why is it Important?

Search Engine Optimisation (SEO) is the process of optimising a website to rank prominently on the organic search results. According to a research conducted by Forrester, close to three quarters (71%) of consumers start their purchase journey with search and 74% use a search engine during the consideration and purchase stages. If you're not ranking on top of the search engine results pages, you're not only missing out on key consumer-brand touch points that could lead to conversions and sales, you're also losing customers to your competitors everyday.

### **Related articles:**

- [What is SEO](#)
- [SEO Step by Step Tutorial](#)

# FAQs

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## + What is the difference between SEO and SEM?

The main difference between SEO and SEM is that SEO (Search Engine Optimisation) is optimising your website to rank on the organic or non-paid search engine results and SEM (Search Engine Marketing) is paying to rank your website on the paid search engine results.

### **Related articles:**

[SEO vs SEM](#)

[What is SEM? A Guide to Getting Started with Search Engine Marketing](#)

If you want to learn how to develop and execute SEM campaigns, check out our [Google Ads \(AdWords\) Search \(SEM\) and Display \(PPC\) Certification Course](#).

## + In summary, what will I learn/achieve from attending this SEO course?

If you want to learn how to increase your website's rankings on search engines such as Google and establish brand authority and drive targeted traffic to increase sales for your product/service offerings, this hands-on search engine optimisation course will guide you step by step, exactly how to achieve that. Get behind the scenes on how SEO specialists implement technical on-page and off-page search engine optimisation techniques to get on page one of Google. By the end of the course, you will know exactly how to rank your website on top of Google and be able to better manage your SEO campaigns in-house or through an external SEO agency.

## FREQUENTLY ASKED QUESTIONS

# FAQs (CONT...)

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## + Can I really rank no.1 on Google after completing this course?

Yes, it is highly possible to rank on the first page of Google for multiple target keywords if you apply the strategies and tactics taught. More importantly however, is knowing which keywords to rank for i.e. keywords that generate the highest return on investment (ROI). This course will teach you how to research, curate, and rank your organisation's website for keywords that matter. Many of our trainees from SMEs and small business owners to MNCs and government organisations have increased their overall website rankings for their target keywords after applying the strategies and tactics learnt from this course.

## + Who is this course suitable for?

This course is suitable for 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 organic search rankings.

## + I am not a technical person. Can I still attend this course?

Yes. You will wear the hat of an SEO Head/Manager. Even though a tad of advanced web development coding theory will be covered, you will fundamentally learn how to diagnose any technical SEO issues and know who to look for to rectify the issues regardless. No hard coding will be involved. However, you should at least possess basic computer skills (able to browse/surf the web, open files and documents, navigate simple tools/software).

## + What courses should I progress to after attending this course?

That depends on your business objectives. Take this [3-question survey](#) to help you decide! If you are unsure whether SEO is the right channel for your business at this point of time, we recommend attending our [Digital Marketing Strategy course](#) to gain a clearer understanding of the various digital marketing channels and the impact of each channel on your marketing strategy.

## FAQs (CONT...)

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### + How is this course different from other SEO courses in the market?

**Key differences between this SEO course and other courses in the market include:**

- You will be guided by an experienced professional in the field of SEO in class, who will be able to provide you with actionable advice and costly mistakes to avoid, thus shortening your learning curve.
- We provide you with life-time access to up-to-date course materials (learner's guide, slides, templates, and other training resources) via our [learning portal](#).
- You will get to work on your own website's SEO campaign in class, or otherwise a demo website if you do not own one.
- You will not sit through hours and hours of dry and tormenting lecture. Instead, you will experience fun and engaging sessions as we apply instructional design learning methodologies such as group discussions, group project work, case studies, interactive quizzes, and hands-on implementation of the concepts learnt.
- You will be provided with [additional support](#) after attending the course.

### + Can't I learn everything online?

No doubt there are tons of free information online - free tutorials, guides, and online courses that you can gain useful knowledge from. However, the intangible benefits of attending face to face training include real time consultation with an industry expert, peer to peer learning and interaction, and hands-on practical learning sessions. This will enable you to take away actionable strategies you can implement right after the training.

### + If I have specific questions relating to my website's SEO campaigns, can I consult the trainer?

Yes! Our trainers are dedicated practitioners who strive to ensure you gain significant value from the training. You may consult your trainer during and after class. More details on after-training support [here](#).

## FREQUENTLY ASKED QUESTIONS

# FAQs (CONT...)

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## + Do I have to prepare anything before attending the course?

Course materials, a Windows laptop, and WIFI connection will be provided. You may wish to bring a notebook to take notes and a jacket as the room may be cold. It is recommended to have a website you own or manage before attending this course in order to better contextualise and relate to the concepts taught.

Furthermore, there will be time allocated to hands-on activities that will be based on your own industry. If you do not have an existing website however, we will provide you with a demo website.

## + Are there any funding or government subsidies for this course?

Yes, please see fees and funding section below or use the [funding calculator tool](#).

## + How do I sign up?

Simply [click here](#) to sign up for this course via the online course registration form.

Once we have received your registration details and payment, we will send you instructions on how to apply/claim funding (if eligible) via email.

Upon completion of payment and funding applications, your seat will be confirmed and we will see you in class!

## + I'm still unsure whether this course can help me meet my objectives.

If you're unsure which courses can best help you meet your objectives, you may want to check out our [Course Selection Diagnostic Tool](#) and answer 3 questions to determine a suitable course for your needs.



## WSQ SEARCH ENGINE OPTIMISATION (SEO)

*Up to 90% SkillsFuture Funding (From \$88.80 after subsidies)\**

**SIGN UP NOW**

*Choose from online-based or face-to-face classroom learning modes*

**\*[www.equinetacademy.com/seo-training-course-singapore](http://www.equinetacademy.com/seo-training-course-singapore)**