

WSQ Search Engine Optimization (SEO) Training Course

How to Rank Your Website on Page #1 of Google

Course Highlight

In this SEO workshop, participants 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)
- And much more

Key Features

- Up-to-date, bite-sized course modules
- Hands-on, interactive, instructor-led
- Work on your own website's SEO campaign with guidance from the trainer in class
- Actionable strategies, frameworks, and processes you can implement to new or existing campaigns
- Comprehensive and structured curriculum
- Real world examples and case studies
- Developed and delivered by industry experts
- Fully equipped, modern [training facilities](#) with laptops provided
- Lifetime access to updated online course materials via the [learning portal](#)
- [After-training support](#) provided

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: [What is SEO? A Guide to Getting Started with Search Engine Optimisation](#)

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 2-day 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.

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



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**.

Unfamiliar with any SEO terms mentioned here? Check out our [A-Z SEO Glossary of Terms & Definitions](#).



Course Objectives

By the end of the class, participants will:

- 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 optimize 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.

Certification

A SkillsFuture WSQ Statement of Attainment (SOA) – ICT-SNM-3006-1.1 Integrated Marketing under the National Infocomm Competency Framework (NICF) and Certification of Achievement 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.

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



CRS No.: [CRS-Q-0032334-ICT](#)

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.

Prerequisite

Basic computer knowledge. 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.



Course Outline

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SEO Foundations 101

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

- What is SEO
- The fundamentals of how search engines function
- Google's latest and most significant algorithm changes
- White hat vs black hat SEO
- How to rank on top of Google (Top ranking factors)
- The future of SEO – Voice Search and Artificial Intelligence (AI)
- Introduction to the 4-step SEO process
- The 4-step SEO process

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 – when and why
- Recommended free and premium keyword research tools
- Implementing a 4-step keyword research process
- How to build and organise an extensive keyword list

On-Page SEO

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
- Site architecture: Best practices
- Design and UX: Best practices
- Mobile SEO
- PageSpeed optimisation
- Google Search Console (Verification of website, sitemap submission, and walkthrough of key features)
- How to conduct a full website on-page SEO audit
- Local SEO
- International SEO

Off-Page SEO

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

- Why use links?
- 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

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

- How to track your keyword rankings and develop a keyword rankings improvement plan
- Linking up search console with Google Analytics
- 15 essential SEO metrics to track and measure your SEO success
- Integrating your SEO strategy with your marketing strategy
- Assessing whether SEO is a viable digital channel for your organization

Assessment Component

- Individual Project Work
- Short Answers/Structured Questioning (Written Assessment)

Testimonials

Adeline Ng – Singapore Press Holdings:

“It has been supremely useful after attending your course, and I was able to help my organization 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 organized – truly informative and an enriching experience.”

Lynne Loh – Fuji Xeros Asia Pacific:

“This course has been extremely useful for 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.”

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.”

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!”

Julien Kho – sgCarMart:

“Highly recommended. Dylan consistently gave real world examples, which was really comprehensive.”

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 not able to make better business decisions for our digital marketing strategy and investment. Will definitely recommend fellow industry professionals to participant in Equinet Academy’s courses. ”

Chelsea Ong – ESI International:

“My team and I picked up useful knowledge on keyword optimization in a short 2-day sessions, 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.”

Aloysius Chong – NPTD, Prime Minister’s Office:

“Thank you for the very insightful course on SEO. I felt that it was beneficial to me even though I do not have any programming knowledge and I feel I am ready to exercise basic SEO strategies and at least know what to look for when I engaging an SEO consultant.”

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.”

Alison Liew – Heartlandboy.com:

“All the techniques and strategies taught by Dylan culminated into mega case study in the second day of the course. In the case study, the students were hired as SEO consultants and urged to execute both on-page and off-page SEO strategies. During the sharing by each group, you could tell that Dylan was a very proud instructor who have just taught his class well. Most importantly, Heartland Boy thinks 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 ad 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. ”



Course Information

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Course Duration

2 Days (9am to 6pm)

Course Fee

S\$740 nett

Self-Sponsored Individuals:

Workfare Training Support (WTS) Scheme – 95% funding:

Eligible for Singapore Citizens 35 years and above; earning less than \$2000/month

~~\$740~~ \$37

(Nett course fee payable after WTS funding)

~~\$37~~ \$0

(Nett course fee payable after WTS funding + \$500 SkillsFuture Credit)

Company Sponsored (SMEs):

Enhanced Training Support for SMEs (ETSS) – 90% funding (Up to \$50/hour):

Eligible for SME Company-sponsored Singapore Citizens and Singapore PRs aged 21 years and above

~~\$740~~ \$74

(Nett course fee payable after ETSS funding)

Workfare Training Support (WTS) Scheme – 95% funding:

Singapore Citizens 35 years and above; earning less than \$2000/month

~~\$740~~ \$37

(Nett course fee payable after WTS funding)

Company Sponsored (Non-SMEs):

SSG Non-SME Grant – 50% funding (Up to \$15/hour):

Eligible for Non-SME Company-sponsored Singapore Citizens and Singapore PRs aged 21 years and above

~~\$740~~ \$500

(Nett course fee payable after SSG funding)

SkillsFuture Mid-career Enhanced Subsidy – 90% funding (Up to \$50/hour):

Eligible for Singapore Citizens aged 40 years and above

~~\$740~~ \$74

(Nett course fee payable after MCES funding)

Workfare Training Support (WTS) Scheme – 95% funding:

Singapore Citizens 35 years and above; earning less than \$2000/month

~~\$740~~ \$37

(Nett course fee payable after WTS funding)

Certification

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Training Method

Lecture, demonstration and modelling, drill and practice, case study, group discussion, group presentation, group project work, games/quizzes, individual project work

Course Dates

23, 24 Oct 2018 (Tue, Wed)
14, 15 Nov 2018 (Wed, Thu)
3, 4 Dec 2018 (Mon, Tue)
19, 20 Dec 2018 (Wed, Thu)
14, 15 Jan 2019 (Mon, Tue)
30, 31 Jan 2019 (Wed, Thu)
11, 12 Feb 2019 (Mon, Tue)
23, 24 Feb 2019 (Sat, Sun)
6, 7 Mar 2019 (Wed, Thu)
21, 22 Mar 2019 (Thu, Fri)
15, 16 Apr 2019 (Mon, Tue)
15, 16 May 2019 (Wed, Thu)
28, 29 May 2019 (Tue, Wed)
11, 12 Jun 2019 (Tue, Wed)

Instructor

Dylan Sun

Recognized as an authority in the fields of Search Engine Marketing and Web Design by some of the World's leading companies, Dylan made it his mission to train and consult businesses and individuals to establish a successful, and above all profitable online presence.

Throughout his career as a Search Engine Marketing specialist, he has consulted on technical SEO and offered actionable advice on Search Engine Marketing to SingHealth, Fuji Xerox Asia Pacific, LHN Group, Academic Institutions, Government Organisations, and companies in the Infocomms, Travel, Hotel, Retail, and B2B & B2C industries.

In 2016, he facilitated the SEO site revamp and migration for SingHealth's (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.

Passionate about all aspects of Digital Marketing, Dylan enjoys authoring articles on Digital Marketing. You can find his work on Technasia, LinkedIn Pulse, Business2Community, and Equinet Academy. In 2013, Dylan founded Equinet Academy and currently facilitates courses there. He has also conducted customised workshops on Search Engine Optimisation for various organisations in

Southeast Asia including Singapore Institute of Management's (SIM) Marketing Executive Group (MEG), Fuji Xerox Asia Pacific, and Singtel.

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 SSG's (Formally WDA) Institute of Adult Learning (IAL). He currently manages digital marketing campaigns for several companies in Asia, all observing a significant increase in leads and online conversions, leading to a stable profit growth.

Career Achievements and Highlights:

- ⇒ Worked with SingHealth on the SEO site revamp of a health content hub. Traffic volume increased by over 100% after the successful revamp.
- ⇒ Worked on the SEO site revamp and digital advertising campaign for a commercial printing firm. Revenue increased by 30% over the following year.
- ⇒ Developed the corporate website and implemented the SEO/SEM and digital advertising strategy for a local retail shop in the health industry. Profits increased by over 200% in the first year.
- ⇒ Grew Equinet Academy from a one-man show to a 15-strong team of trainers and full-time employees over the course of 5 years.
- ⇒ Grew Equinet Academy's monthly organic search traffic by 300% over the past 3 years (from 2015 – 2018).
- ⇒ Advanced Certificate in Training and Assessment – ACTA-certified trainer.
- ⇒ Diploma in Adult and Continuing Education – DACE-certified curriculum and courseware developer.

FAQ

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 the search engine results pages, you're missing out on key consumer-brand touch points that could lead to conversions and sales.

Related articles:

[What is SEO](#)

[SEO Step by Step Tutorial](#)

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 Fundamentals 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.

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.

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](#).

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!