



(18 Hrs) WSQ – Search Engine Optimization

Course Synopsis

Have you always wondered how websites get to rank on the top of the Search Engine Results Pages (SERP) of Google? Or why your websites' rankings on Google suffer steep declines out of the blue and fluctuate ever now and then?

In our 16hrs WSQ Search Engine Optimization course, we will reveal the answers to you starting from an introduction to search engine optimization to allow you to recognize the key differences between SEO and SEM and grasp key SEO working terminology, so that you can effectively manage Google SEO projects.

Target Audience

This course is designed for the following audience groups:

(1) corporate marketers who are familiar with traditional marketing channels but would need to upgrade themselves for the digital world;

(2) young and tech savvy digital native marketers who are looking to build upon their basic knowledge on digital marketing to better engage their customers via digital marketing platforms;

(3) professionals and small enterprise owners who are seeking to leverage on digital marketing strategies to increase the public's awareness of their products and services.

Course Objectives

At the end of this course, you will be able to:

- Gain requisite digital marketing knowledge, skills, and attitudes to make informed decisions in formulating SEO plans
- Conduct site audits with free or paid software online
- Build links to your websites
- Use analytics tools to further optimize your websites for sales conversions in accordance to organizational business goals and objectives.
- Explore a career in digital marketing
- Scale up their businesses



Course Code: TGS-2020503520 (Classroom)
TGS-2020513832 (Synchronous E-Learning)

Course Duration: 2 days, 9am – 7pm
(17 hours of training, 1 hour of assessment)

Course Dates: Refer to <http://asktraining.com.sg/calendar>

Course Outline

SEO Fundamentals

- SEM Vs SEO
- Importance of SEO
- Businesses that require SEO
- SEO digital marketing landscape
- Google and SEO
- Using Web Master guideline
- Understanding Google algorithms
- The 3 R ranking signal
- The E-A-T quality rating

SEO Terminology and Jargon

- Domain and Sub-domain
- Domain and redirect 300 codes
- HTTPS vs HTTP
- Website architecture
- Web Server 400 codes
- FTP and Web Server
- White Hat vs Black Hat SEO
- SEO Tools
- Web 2.0 related terms

Conducting Keyword Research

- Understanding rationale for keyword research and keyword intent
- Keyword research methods (Google Search, Google Search Console, Google Trend, SEMrush)

Pre-requisites:

Participants need to have basic computer knowledge to navigate the Internet for research purposes and basic Microsoft Word and Excel skills.

Participants are highly encouraged to bring their personal laptops so that recommended marketing tools and their respective passwords can be saved on their own laptops to make it more convenient for the next login. Should participants choose not to bring their personal laptops, @ASK Training will provide each participant with a laptop for the duration of the course.

Performing On-site SEO Audit and Optimization

- Tools for On-site audit
- Domain and server audit
- Site architecture audit
- Content audit
- Using search operators
- Optimizing internal site linking, meta elements, content relevancy and images

Performing Off-site SEO Audit

- Tools for Off-site audit
- Domain authority audit
- Domain trust audit
- Backlink audit

Link Building Key Concepts and Strategy

- Anchor texts and keywords
- Definition of a link
- Where to get links
- Types of links (follow vs no-follow)
- Unique link domain, link value
- Target and Seek link building strategy

Performance Driven SEO Project Management

- Managing elements of a SEO Project
- Rank tracking tools
- Interpreting Google Analytics Acquisition Report
- ROOP Optimization Framework

Course Fees & Schedule

Full Course Fee: \$988.00 + \$69.16 (gst) = \$1057.16 (Inclusive of gst)

Company Sponsored

- Absentee Payroll applicable for both SMEs & Non-SMEs
 - For course commencement between 1 Jan 2021 to 30 Jun 2021, absentee payroll funding is at 80% of hourly basic salary, capped at \$7.50 per hour.
- WSS scheme trainees (Singaporean aged above 35 and earn less than \$2300)
 - Employers will be eligible for Absentee Payroll support at 95% of hourly basic salary (subject to WSS eligible criteria)

Self-Sponsored

- Skillsfuture Credit eligible for Singapore Citizens aged 25 and above.
- Singaporean aged 17 to 30 may use PSEA (Post-Secondary Education Account) for fee payment.
- You may use U-tap to defray 50% of the unfunded course fee, capped at \$250/year. NTUC members aged 40 and above can enjoy higher funding support up to \$500/year for courses attended between 1 July 2020 to 31 Dec 2022.
- Training Commitment Award (TCA) of \$100 for completing 2 WSQ courses applicable to WSS scheme trainees.

Company Sponsored			Self-Sponsored	
SME	Non-SME		All Singapore Citizens and PRs aged ≥ 21 Years (capped at 50% of course fees or \$15/hr)	Singapore Citizens Aged ≥ 40 Years (capped at 90% of course fees or \$50/hr)
Singaporean & PR (capped at 90% of course fees or \$50/hr)	Singaporean & PR (capped at 50% of course fees or \$15/hr)	Singaporean aged ≥ 40 (capped at 90% of course fees or \$50/hr)		
\$98.80 + \$69.16 (gst) = \$167.96	\$718 + \$69.16 (gst) = \$787.16	\$98.80 + \$69.16 (gst) = \$167.96	\$718 + \$69.16 (gst) = \$787.16	\$98.80 + \$69.16 (gst) = \$167.96

Trainees are entitled to the training grant when they meet 75% of the training attendance and pass the requisite assessment.