



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



2-DAYS WSQ ADVANCED SEARCH ENGINE OPTIMISATION (SEO) COURSE

Master Advanced SEO Strategies with Real-World Insights
to Take Your SEO Skills to the Next Level



Course Duration

2 Days

8.30 AM - 6.30 PM



Course Fee

From **\$129.16** (inclusive of GST)
after **90% SkillsFuture Funding**



Mode of Delivery

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



This course is accredited by SkillsFuture
Singapore under the WSQ Skills Framework
Course Code: TGS-2023020908



Who Should Attend

This course is suitable for individuals in both client-side and agency-side marketing roles, web developers, business owners and any individual who wants to enhance their proficiency in handling in-house or outsourced SEO projects, and acquire practitioner-level SEO expertise.

@ASK Training is a **Private Education Institution (PEI)** accredited by the Ministry of Education and is a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to 90% funding and Career Advisory and Resources Support Programme.



Minimum Entry Requirements

To enrol in this WSQ Advanced Search Engine Optimisation Course, you should possess the following:

- 1 GCE 'O' level or equivalent (≥ 21 years old); or
- NITEC/Higher NITEC (≥ 21 years old); or
- Mature candidates (≥ 30 years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

You will need basic computer skills. While optional, having a basic understanding of sales and marketing concepts would be beneficial.

COURSE DESCRIPTION

Achieving high search engine rankings is crucial for driving website traffic and reaching your target audience effectively. As a seasoned digital marketer, it's important to keep yourself skilled with advanced SEO skills and techniques to stay ahead.

The 2-Day WSQ Advanced Search Engine Optimisation (SEO) course is designed to provide you with a comprehensive understanding of the technical and analytical aspects of SEO. Go in-depth into advanced techniques and tools used to increase website traffic and improve search engine rankings.

From keyword research and analysis to utilising advanced SEO tools for website audits, you'll gain the skills needed to develop actionable strategies for optimising your online presence. By the end of this advanced SEO training course, you'll be equipped with the knowledge and practical experience to implement advanced SEO strategies effectively.

COURSE HIGHLIGHTS

Learning Objectives:

- Differentiate the different channels in an integrated marketing communication.
- Organise appropriate IM channels to meet marketing objectives.
- Construct persona to be used for audience targeting.
- Use data to craft SEO work from SEM & SMM.
- Organise content and media to meet business goals.
- Describe the Google search algorithm and the various updates, including explaining how the different types of SEO work in an integrated marketing plan.
- Conduct detailed technical SEO audits, including interpreting the impact of a technical audit for SEO.
- Create high-quality content using E-A-T content for search engines and use internal linking to improve SERP ranking.
- Analyse link-building opportunities and acquire links to a designated website, including utilising search operators to locate specific link targets.
- Prepare an optimisation strategy and setup GA4 performance tracking to track SEO KPIs.
- Evaluate the impact of emerging trends and technology on integrated marketing.

COURSE **OUTLINE**

▶ **Module 1: Integrated Marketing**

- Introduction to Integrated Marketing
- Promotion Mix
- Integrated marketing planning
- Digital media & channels
- Building a buyer Persona for your Channels
- Buyer Decision Journey
- Keywords and buying intent

▶ **Module 2: Integrated Marketing Content**

- Content Type
- Content Format
- POEM: Paid, Owned, Earned Media
- Measuring POEM

▶ **Module 3: Search Engine Result Page – SERP**

- Google Hummingbird Algorithm
- Google Algorithm Updates
- Google SERP trends
- Local SEO
- International SEO
- Mobile SEO (speed and core vitals)
- Video SEO

▶ **Module 4: Technical SEO Audit**

- Why SEO audit
- Technical Audit
- Content Audit
- Link Profile Audit
- Google Search Console
- Non-index in GSC
- Core Web Vitals

▶ **Module 5: Content Optimisation Strategy**

- Search Quality Rater guidelines
- E-A-T content ideas
- E-A-T content topics
- E-A-T content criteria
- E-A-T content internal linking
- Structured Data

▶ **Module 6: Link Building Strategy**

- Discover Back-linkers with Search Terms
- Discover Back-linkers with Best of Post
- Discover Back-linker with shoulder niche
- Build Power-link Page
- Link Building Outreach Tactic 1: Co-hosting Collab
- Link Building Outreach Tactic 2: Promote & Promote
- Link Building Outreach Tactic 3: Follow & Share
- Link Building Outreach Tactic 4: DFY Reciprocity

▶ **Module 7: Managing SEO Campaigns**

- Working with internal stakeholders
- Managing external SEO vendors
- Establish measurement plan
- Roadmap for SEO optimisation

▶ **Module 8: Emerging Marketing Trends**

- Generative AI
- Assisted Search (voice and sight)
- AR & VR marketing
- IoT

▶ **Hands-on Project-based Assignment**

At the end of the course, the trainees should be able to apply techniques for SEO and utilise the types of SEO strategies that could increase brand awareness.

COURSE FEES & FUNDING

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Singapore Citizens 40 years old and above</p> <hr/> <p>Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above</p>	<p>S\$1,017.00</p>	<p>90% SkillsFuture Funding</p> <hr/>	<p>S\$129.16</p> <hr/>
		<p>70% SkillsFuture Funding</p>	<p>S\$332.56</p>
Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above</p> <hr/> <p>Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old</p> <hr/> <p>Non-SME Singapore Citizens 40 years old and above</p>	<p>S\$1,017.00</p>	<p>90% SkillsFuture Funding</p> <hr/>	<p>S\$129.16</p> <hr/>
		<p>70% SkillsFuture Funding</p>	<p>S\$332.56</p>
		<p>90% SkillsFuture Funding</p>	<p>S\$129.16</p>

For more detailed funding information, visit asktraining.com.sg/course-fundings/

up to
90%
SkillsFuture
Funding

E- CERTIFICATION

A **SkillsFuture WSQ Statement of Attainment (SOA)** under the Skills Framework TSC and Certification of Completion by ASK Training will be awarded to candidates who have demonstrated competency in the WSQ Advanced Search Engine Optimisation Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

WSQ ADVANCED SEARCH ENGINE OPTIMISATION COURSE

Course Code: TGS-2023020908

<https://asktraining.com.sg/digital-marketing-courses/wsq-advanced-search-engine-optimisation-course/>

@ASK Training is appointed as a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to **90%** fundings and Career Advisory and Resources Support Programme.

Speak to a Course Consultant

Call: **6484 6723**

WhatsApp: **9430 3852**

Email: **information@asktraining.com.sg**



8 Jurong Town Hall Road
The JTC Summit
#27-01, S609434



10 Anson Road
International Plaza
#06-11, S079903