



**@ASK Training**  
Attitude | Skills | Knowledge



SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS



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

Boost Your Brand's Google Visibility with Applicable SEO Strategies



## Course Duration

2 Days

8.30 AM - 6.30 PM



## Course Fee

From **\$114.30** (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-2023020892



## Who Should Attend

This SEO course is designed for individuals in marketing roles, web development, content creation, and marketing management. It is also for anyone who needs to learn the techniques for crafting and enhancing content and web pages to boost search engine rankings, effectively lead SEO campaigns, and supervise SEO service providers.

@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 Search Engine Optimisation (SEO) Course, you should possess the following:

- 1 GCE 'O' level or equivalent ( $\geq$  21 years old); or
- NITEC/Higher NITEC ( $\geq$  21 years old); or
- Mature candidates ( $\geq$  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

Organic traffic accounts for 17% of the top website traffic sources, second only to direct traffic at 22%. How Googleable is your brand? Search Engine Optimisation is crucial to make your brand more Googleable so customers can easily find you when searching online.

This hands-on WSQ Search Engine Optimisation (SEO) training course in Singapore provides a comprehensive overview of SEO, which is the practice of optimising a website to improve its ranking and visibility in search engine results pages (SERPs).

It will focus on SEO's technical and creative aspects, providing trainees with a comprehensive knowledge of the subject. Through hands-on exercises and projects, trainees will gain practical experience in implementing SEO strategies and techniques, including measuring and analysing SEO campaigns and the factors influencing keyword rankings and SEO-related KPIs and metrics.

# COURSE HIGHLIGHTS

## Learning Objectives:

- Assess the 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 plans 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.

# COURSE **OUTLINE**

## ▶ Search Engine Optimisation (SEO) vs Search Engine Marketing (SEM)

- Introduction to SEO and SEM
- Advantages & Disadvantages of SEO
- Advantages & Disadvantages of SEM
- Search Marketing Tools
- Aligning SEO and SEM with Marketing Objectives

## ▶ Keyword Research & On-Page SEO

- Introduction to Keyword Research
- Introduction to On-Page SEO
- Keyword Research Strategies
- On-Page SEO Optimisation Techniques
- Curating Content Curation
- Content Marketing Calendar

## ▶ Link Building (Off-Page SEO)

- Introduction to Link Building
- Content Marketing for Link Building
- Link Building Quality
- Types of Backlinks and Link Building Strategies
- Effective Link Building Outreach
- Measuring Link Building Success

## ▶ SEO Analytics

- Importance of SEO Analytics
- Choose the Right SEO Metrics
- Measure SEO Performance and Performance
- Integrate Search Console with Google Analytics 4

## ▶ Assessment Component

- Written Assessment – Case Study
- Individual Project Presentation

# COURSE FEES & FUNDING

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Singapore Citizens <b>40 years old and above</b></p> <hr/> <p>Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) <b>21 years old and above</b></p>	<p><b>S\$900.00</b></p>	<p><b>90%</b> SkillsFuture Funding</p> <hr/> <p><b>70%</b> SkillsFuture Funding</p>	<p><b>S\$114.30</b></p> <hr/> <p><b>S\$294.30</b></p>
<p><b>Company-Sponsored</b></p>		<p>Course Fee before Subsidy and GST</p>	<p>Eligible Funding</p>
<p><b>Small-to-Medium Enterprise (SME)</b> Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above</p> <hr/> <p><b>Non-SME</b> Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old</p> <hr/> <p><b>Non-SME</b> Singapore Citizens 40 years old and above</p>	<p><b>S\$900.00</b></p>	<p><b>90%</b> SkillsFuture Funding</p> <hr/> <p><b>70%</b> SkillsFuture Funding</p> <hr/> <p><b>90%</b> SkillsFuture Funding</p>	<p><b>S\$114.30</b></p> <hr/> <p><b>S\$294.30</b></p> <hr/> <p><b>S\$114.30</b></p>

For more detailed funding information, visit [asktraining.com.sg/course-fundings/](https://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 Search Engine Optimisation (SEO) Assessment and achieved at least 75% attendance.

# VISIT OUR WEBSITE

## WSQ SEARCH ENGINE OPTIMISATION (SEO) COURSE

Course Code: TGS-2023020892

<https://asktraining.com.sg/digital-marketing-courses/wsq-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**

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