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(24 HRS)

SEARCH ENGINE OPTIMISATION

Course Synopsis

Organic traffic accounts for 17% of top website traffic sources, second only to direct traffic at 22%. How Googleable is your brand? Search Engine Optimisation (SEO) is crucial for increasing your brand's visibility so customers can easily find you online.

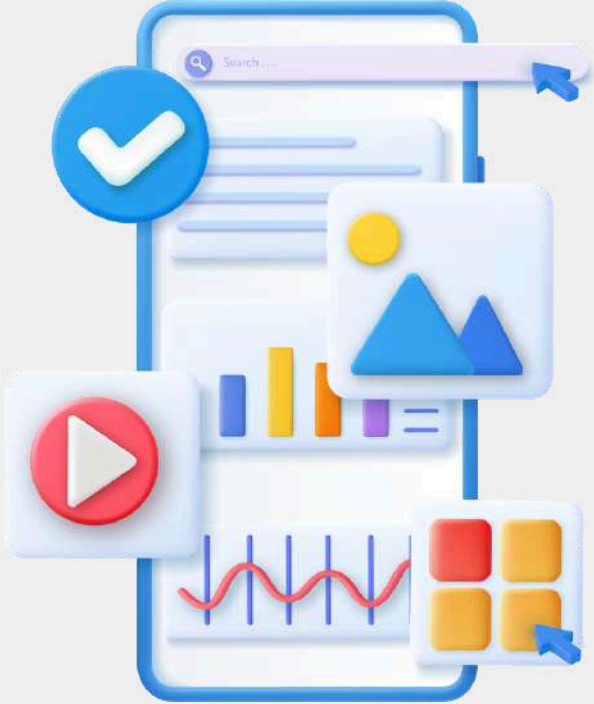
This hands-on SEO training course in Singapore provides a comprehensive overview of SEO—the practice of optimising a website to improve its ranking and visibility in **search engine results pages (SERPs)**.

Google remains one of the most effective platforms for digital marketing, and participants will explore how Google's ecosystem drives high-intent traffic.

The course covers both the technical and creative aspects of SEO, giving participants a well-rounded understanding of the subject. Through hands-on exercises and projects, you will gain practical experience in implementing SEO strategies and techniques, including measuring and analysing SEO campaigns, as well as understanding the factors influencing **keyword rankings** and SEO-related KPIs and metrics.

By the end of this SEO course, you will not only understand the fundamentals of SEO but also be able to apply practical techniques to improve a website's ranking and visibility on Google.

Course Code: TGS-2026064598



Prerequisites

Language:

- Attained at least WPLN level 6 OR
- Obtained Grade C6 for GCE O level English OR
- Other equivalent qualifications

Academic:

- Obtained at least a pass or C6 at GCE-Levels in at least 3 subjects OR
- Candidates with other qualifications will be considered on a case-by-case basis OR
- Mature candidates (≥ 30 years old) with 8 years of relevant working experience

Total Training Hours:

- 24-hour training course including a 2-hour assessment
- Written Assessment

Learning Units



Learning Unit 1

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



Learning Unit 2

Keyword Research & On-Page SEO



Learning Unit 3

Link Building (Off-Page SEO)



Learning Unit 4

SEO Analytics

Course **Objectives**

By the end of this course, learners should be able to:

- ✓ 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.

Programme Fee


S\$1,370

(exclusive of 9% GST)


PROGRAMME FEE AFTER ELIGIBLE SSG SUBSIDIES:

From **S\$173.99**

(inclusive of 9% GST) after 90% SSG Subsidies

 Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens ≥ 40 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Singapore Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99

SkillsFuture Credits can be used on top of existing subsidies

 Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99
Non-SME Singaporean Citizens ≥ 40 years old		90% SkillsFuture Funding	S\$173.99

Singapore Citizens 21 years old and above who meet special criteria* may be eligible for Additional Course Fee Funding Support (AFS) of 95% Subsidy. AFS is only eligible for SkillsFuture Career Transition Programme applicants.

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