



@ASK Training
Attitude | Skills | Knowledge



(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.

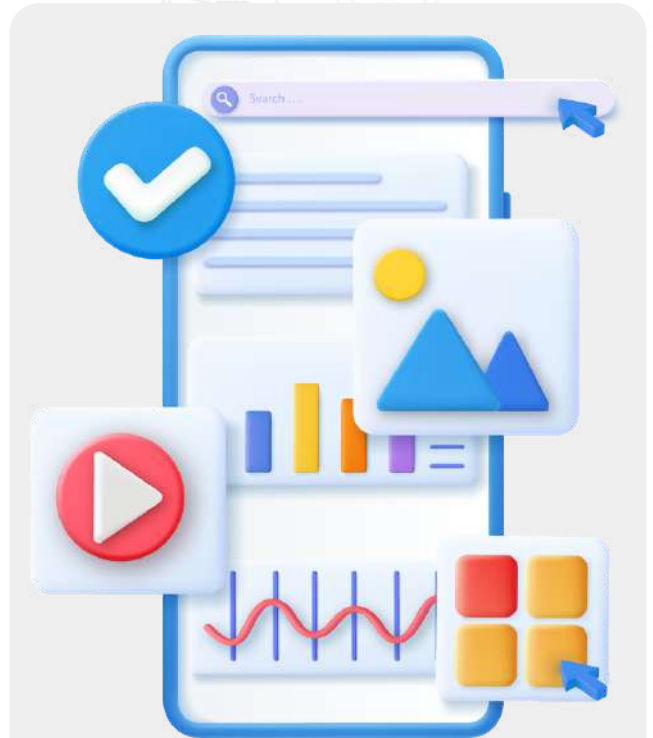
This hands-on SEO training course in Singapore provides a comprehensive overview of SEO—the practice of optimising a website to improve its ranking and visibility in **search engine results pages (SERPs)**.

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 O-Level 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\$1,493.30

(inclusive of
9% GST)

PROGRAMME FEE AFTER ELIGIBLE SWDA SUBSIDIES:

From **S\$173.99**

(inclusive of 9% GST) after 90% SWDA 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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