

Search Engine Optimisation (SEO)

Overview :-

Search Engine Optimisation (SEO) is widely regarded as an important and fundamental part of any digital marketer's arsenal, yet it still remains very misunderstood by many who still follow SEO techniques from the 1990's and early 2000's. SEO has come a long way since then, with Google setting quality benchmarks that all websites need to aspire to, or else face possible penalisation in their SEO rankings. In this module, you will learn what is SEO, the basics of optimising your website such that it will enhance your site's search rank and performance, and how to use tools to conduct competitor benchmarking.

Modules (1) :-

1	Search Engine Optimisation (SEO)			
	E-learning	Training	Assessment	08:00
	00:00	06:30	01:30	
<p>Search Engine Optimisation (SEO) is widely regarded as an important and fundamental part of any digital marketer's arsenal, yet it still remains very misunderstood by many who still follow SEO techniques from the 1990's and early 2000's. SEO has come a long way since then, with Google setting quality benchmarks that all websites need to aspire to, or else face possible penalisation in their SEO rankings. In this module, you will learn what is SEO, the basics of optimising your website such that it will enhance your site's search rank and performance, and how to use tools to conduct competitor benchmarking.</p>				

Course Duration :-

SSG Approved Training & Assessment Hours	8.0
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Objectives :-

- **Optimise your website search rank and performance**
- **Use online tools to carry out keyphrase and market research**
- **Perform competitor benchmarking using tools and advanced search commands**
- **Implement best practices relating to search engine inclusion and exclusion**

- Implement best practice SEO web design, copywriting and site architecture
- Select the best approaches to running your SEO campaigns
- Carry out effective link building and off-page optimisation

Entry Requirement :-

Singapore/PR Students:

- GCE 'O' Level with 3 credits including English and Mathematics OR
- WSQ Advanced Certificate OR
- WSQ ES WPLN Level 5 and above

International Students:

- High School Diploma equivalent to GCE 'O' Level with 3 credits including English and Mathematics OR
- Qualifications from professional institutes may be considered on a case-by-case basis AND/OR
- Pass TaF.tc Entrance Test

English Language Requirement –

Possess a minimum credit in English at GCE 'O' Level or its equivalent OR

IELTS score 4.5 or TOEFL score 450

ALL Students are required to have basic knowledge of computer and Microsoft Office

Graduation Requirements :-

Student must fulfil the following requirements:

- 75% attendance rate of total training hours per module
- Be found competent during written, practical and oral assessments.

Student Pass Holders – a minimum of 90% attendance per month will be required.

Who Should Attend :-

- **Web designers and developers**
- **Sales and marketing staff**
- **Marketing Executives**
- **Junior digital marketers**
- **Business development managers**

Key Learning Areas :-

- **Overview of the search marketing landscape**
- **How search engines work and rank relevant websites in search results**
- **How social media is impacting on SEO**
- **A review of the risks when running SEO campaigns**
- **Examples of common SEO implementation issues**
- **Setting and measuring SEO goals and objectives**
- **Keyword research and planning: outsmarting your competitors**
- **Keyword research tools and software**
- **Using research tools to avoid the Google penalty**

Certificate Issuance :-

Upon successful completion of the course, student will be awarded the Statement of Attainment (SOA) for WSQ Search Engine Optimisation. WSQ Certification is nationally endorsed and recognised by industry partners.

Course Fee:-

Singaporean / PRs (SSG)

SkillsFuture Singapore Grant (SSG)

All Singapore Citizens and Permanent Residents

Full Course Fee	Application Fee	Less: SSG Grant	-	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 450.00	S\$ 12.00	S\$ 405.00	-	S\$ 3.99	S\$ 60.99

Singaporean (WTS)

Workfare Training Scheme (WTS)

Aged \geq 35 years and earning \leq \$2,000/month

Full Course Fee	Application Fee	Less: SSG Grant	Less: WTS	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 450.00	S\$ 12.00	S\$ 405.00	S\$ 22.50	S\$ 3.99	S\$ 38.49

Singaporean (SFMCES)

SkillsFuture Mid-Career Enhanced Funding (SFMCES)

All Singaporeans aged 40 years and above

Full Course Fee	Application Fee	Less: SSG Grant	Less: SFMCES	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 450.00	S\$ 12.00	S\$ 405.00	S\$ 0.00	S\$ 3.99	S\$ 60.99

SMEs (ETSS)

Enhanced Training Support Funding (ETSS)

SME with employment size \leq 200 or annual sales turnover \leq S\$ 100 million

SME can claim additional 20% of full gross fee under ETSS where applicable

Full Course Fee	Application Fee	Less: SSG Grant	-	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 450.00	S\$ 12.00	S\$ 405.00	-	S\$ 3.99	S\$ 60.99

International Students

Full Course Fee	Application Fee	NA	NA	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 450.00	S\$ 12.00	NA	NA	S\$ 32.34	S\$ 494.34