

SEARCH ENGINE OPTIMIZATION FOR BUSINESS

DM-103CL

Duration: 2 days; Instructor-led | Virtual Instructor-led

WHAT YOU WILL LEARN

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. Our Search Engine Optimization (SEO) course will teach you everything you need to know to rank your website on Google, Yahoo, or Bing.

The goal of this course is to teach you everything you need to know about SEO to rank your website on Google, Yahoo, or Bing. Through this course you will learn exactly how to market your business using search engine optimization strategies.

AUDIENCE

This course is suitable for:

- Small Business Owner
- Sales & Marketing Personal
- Entrepreneur
- Start Up
- Individuals who are interested in learning SEO.
- Digital Marketer
- Social Media Marketer
- SEO Specialist

PREREQUISITE

- Stable Internet Access (At least 10Mbps above)
- Valid Email ID (either Personal/Business)
- Dual monitor will have an advantage for better learning experience

COURSE OBJECTIVES

By the end of the training, participants will be able to understand the importance of search engine optimization, able to perform on page and off page SEO as well as optimizing your current website structure.

METHODOLOGY

During this 2 day class, the trainer will guide you & explain all the expect on SEO, each participant will have a chance to practice the on-page on-page as well as off-page optimization. Participants will get a hand on activity & search engines optimize their website.

COURSE CONTENTS

Module: Google Marketing & Local SEO

Search engine traffic is important, we wish to have "FREE" traffic from search engine, this also the reason we learn search engine optimization on the following topic. Before we proceed to SEO, we choose Google because it takes 98% of the market share in search engine industries. In this chapter, we learn the search intent, how to spot the right keyword and a few google marketing tools which can help us in our business.

Topic include:

- Fundamental of search
- Advance keyword research
- Google Marketing Tools
- Google My Business & Optimization
- Local SEO

Module 2: On Page and Off Page Search Engine Optimization (SEO)

How about FREE traffic from Search Engine? How good when someone searches for your product and services, Search Engine recommends you for FREE! This is the importance of Search Engine optimization. In this chapter, you will learn the fundamentals of SEO, how to make a search engine like your page and recommend you when someone searches your product and services, we will cover how the "on-page" and "off-page SEO" as well as link building strategies that no SEO guru will share with you.

Topic Include:

- Understanding Search Engine Optimization
- Website Structure & SEO For User Experience
- On Page Optimization
- Technical SEO

- SEO Out From Google
- Off Page Optimization
- Social Signal and Social Proof
- White Hat vs Black Hat SEO
- Link building Strategies
- Bonus: 100+ SEO Checklist