



AVENTIS
LEARNING GROUP

Professional Certificate in Search Engine Optimisation (SEO)

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Introduction

Search engine optimisation (SEO) is the process of boosting website traffic quality and volume as well as brand exposure through unpaid (sometimes known as "organic") search engine results. Contrary to its abbreviation, SEO is as much about people as it is about search engines. It involves knowing what people are looking for online, the solutions they need, the language they use, and the kinds of information they want to consume. Being able to connect with those who are looking for your solutions online will depend on you having the answers to these questions.

This SEO course will provide you with a deep and current knowledge of SEO, including what works, key trends, and behind-the-scenes components like site structure, JavaScript, and structured data that can all have a massive impact on rankings. Whether you're barely familiar with these components or simply want to ensure you're up to date, this course covers each in detail. By the end of this SEO course, you'll be able to take away a practical, working knowledge of SEO.

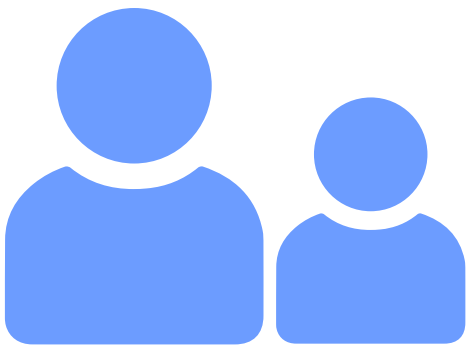
****Learners should have an internet-enabled laptop for this course.***

Learning Outcomes



- Learn the fundamentals of SEO
- Learn how to perform keyword research and competitive intelligence analysis for SEO
- Explore the best practices and insider tips on Search Engine Optimisation
- Master technical SEO tactics and know what is important in a technical audit
- Explore on-page and off-page SEO strategies
- Learn how to make clear and persuasive SEO recommendations to your development team or clients
- Master powerful copywriting skills to boost SEO
- Be skilled in selecting the right SEO measurement metrics and putting together SEO reports that drive insights and action

Who Should Attend?



- Professionals from Corporate Communications, Digital Marketing, Marketing Communications, and Media
- SEO Specialists, Developers, Analysts, and Copywriters
- Business Leaders and Owners who want to specialise in SEO

Course Outline

Module 1: SEO Fundamentals

- SEO's role in the digital marketing eco-system
- How the search engines work: crawling, indexing and ranking
- SERP layout: on-page, off-page and local SEO
- The importance of link signals
- SEO algorithms, strategies and tactics
- How to develop a customer-focussed approach to SEO

Module 2: Keyword Research and Competitive Intelligence

- Researching high demand keywords with commercial value
- Types of queries: short and long tail
- Competitive analysis: B2C and B2B
- How to do competitive intelligence analysis for SEO

Module 3: Site Architecture and On-Page Optimisation

- Site design and Information Architecture (IA): Best practices for SEO
- Developing search-friendly websites and pages
- Choosing search-friendly domains, URLs and permalinks
- Copywriting for SEO
- Examples of well-developed IA

Module 4: Local SEO

- Google Local – photos, videos and more
- About universal business listings
- Rating local search factors
- Business listing quality guidelines
- How to setup and optimise local business listings

Course Outline

Module 5: Technical SEO

- Sitemaps overview and how to submit
- Sitemaps, robots, Schema.org and Google
- How to use Google Search Console – fixing crawler and indexing issues
- Analyse website loading times
- How to conduct a technical SEO audit

Module 6: Off-Page Strategies

- Types of link – a primer on link research and authority
- What makes a website link-worthy?
- Back-link management techniques
- Proven methods and templates to build links and online reputation

Module 7: Measuring SEO Campaigns

- What are the key metrics to track for SEO?
- Google Analytics: Setup and interpreting analytics data
- Fine Tuning SEO
- Using ready-to-go SEO dashboards and reports

Module 8: Selling SEO

- What SEO Techniques are working?
- Making the business case for SEO
- Managing SEO projects and teams
- Integrating SEO with other digital marketing channels

Course Details



2 Days
9.00am - 5.00pm (Classroom)
9.30am - 4.30pm(Virtual)



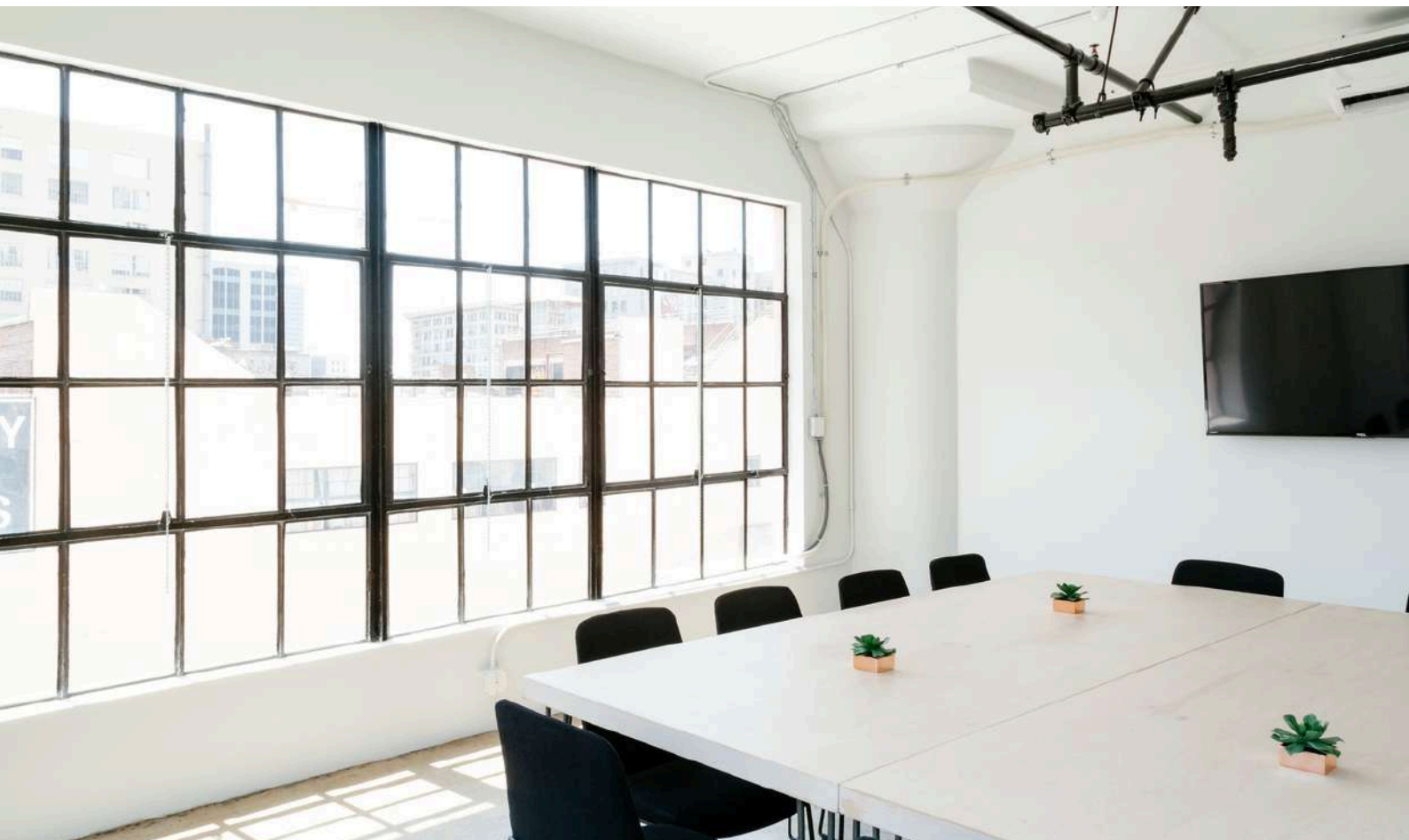
Classroom Learning at
Holiday Inn Orchard City
Centre / **Virtual Learning**
via Zoom



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\$1280 Before GST



Trainer's Profile



Meet the Industry Expert: Mr. Ariff Kamal

Ariff Kamal is the co-founder of Think Digital Academy, a training and advisory firm based in Singapore with a presence in Malaysia and Indonesia specializing in digital marketing excellence for brands and agencies. He is also the Group Organic Lead for MoneySmart Group, the leading finance comparison platform in SEA across Singapore, Hong Kong, Taiwan, Indonesia and the Philippines. Ariff was formerly the SEO Director with GroupM APAC and has consulted regional brands like WPP, P&G, Fonterra, Sime Darby Motors, NUS Business School, General Electric and many more Fortune 500 companies in digital marketing strategies and best practices across South East Asia, Japan and Korea since 2006.

Ariff also actively speaks for Google at Industry Events across South East Asia. He was one of the few certified Google Regional Trainers that trains the official Google AdWords and Analytics certification courses for various agencies, brands, and universities throughout Singapore, Malaysia, and Indonesia.

Testimonials

"The trainer is very knowledgeable and he's able to explain the more complex terms and concepts in layman terms to help us understand better. He's also very generous to provide additional notes and tips that are beneficial to us. He went above and beyond what was required of him. The live demos during the workshops are extremely useful."

– Sharon Tan, Senior Communication & Outreach Executive, Nanyang Polytechnic

"The Trainer brings his experiences as a real-world practitioner in SEO associated areas and provides good directions and guide. The most useful section is on keywords (because I write), how to optimise a page using SEO, strategies, and steps/process of good SEO writing."

– Clara Lim Shi En, Senior Administrative Assistant, Singapore Red Cross Society

"The trainer shared from a practitioner's point of view how SEO may be executed with real-life examples. The hands-on practices he stepped through in class provided practical tips and know-how which may be readily applied back at work"

– Teo Hwee Gee, Deputy Director, Prime Minister's Office