



Course Code: C1245

5 Days Digital Marketing Specialization

COURSE INFORMATION

Sessions
5 days

Duration
37.5 hrs

Level
Beginner to
Intermediate

Assessment
NA

VENUE

12 Woodlands Square #07-85/86/87 Woods Square Tower 1, Singapore 737715. 5 mins walk from Woodlands (NS9) MRT station.

The venue is disabled-friendly.

WHAT'S THIS COURSE ABOUT

Day 1 Topic 1 - Search Engine Optimization

Topic 1.1 SEO Fundamentals and Strategies

What is Search Engine Optimization

The Fundamentals of How Search Engines Function

Whitehat vs Blackhat SEO Strategies

Top Ranking Factors

Implementation of SEO Strategies.

Topic 1.2 Manage Keyword Research

What is Keyword Research and Why Is It Important

Free and Premium Keywords Research Tools

Keyword Research Process

How to Build Extensive Keyword List

Analyze Competitor Advertising Links

Topic 1.3 On-page SEO...

COURSE FEE

Full Fee S\$1,500.00 Before GST

GST S\$135.00 9% of fee

Total Payable S\$1,635.00 Including GST

CERTIFICATION

- **Certificate of Completion from Tertiary Infotech** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Infotech.

REGISTRATION

<https://www.tertiarycourses.com.sg/5-days-digital-marketing-specialization.html>



SCAN TO REGISTER

SUPPORT

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