

Course Code: TGS-2019503343

WSQ - Enhancing Online Presence with AI Powered Search Engine Optimization (SEO)

Funding Available: WSQ SkillsFuture Credit PSEA UTAP SFEC Absentee Payroll MCES

COURSE INFORMATION

Sessions
2 days

Duration
16 hrs

Level
Beginner

Assessment
2 hrs

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

Topic 1: Fundamentals of AI-Powered SEO

Functions of Search Engines and Their Role in Digital Marketing

Popular Internet Search Engines and Market Trends

How Search Engines Work with AI Integration

Understanding Search Engine Results Pages (SERPs) and Consumer Targeting

SEO Ranking Factors, Processes, and the Impact of AI

Aligning SEO with Digital Marketing Strategy

Topic 2: AI-Enhanced Keyword Research

Types of Keywords and Their Marketing Impact

Keyword Analysis with AI Tools for Market...

WSQ FUNDING

Full Fee S\$750.00 Before GST

GST S\$67.50 9% of fee

Baseline Nett S\$442.50 SG/PR age 21+ · 50% funded · incl. GST

MCES / SME Nett S\$292.50 SG age 40+ · 70% funded · incl. 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.
- **OpenCerts from SkillsFuture Singapore** - After passing the assessment(s) and achieving at least 75% attendance, participants will receive an OpenCert (aka Statement of Achievement) from SkillsFuture Singapore, certifying that they have achieved the Competency Standard(s) in the above Skills Framework.

REGISTRATION

<https://www.tertiarycourses.com.sg/wsq-enhancing-online-presence-with-ai-powered-search-engine-optimization-seo.html>



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SUPPORT

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