

Course Code: TGS-2020503501

WSQ - Search Engine Optimization (SEO) for Small and Medium Enterprises

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 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 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 3 On-page SEO Strategies and Best Practices

What is On Page...

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/wsqa-search-engine-optimization-seo-for-small-and-medium-enterprises.html>



SCAN TO REGISTER

SUPPORT

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