

WSQ Search Engine Optimisation (SEO) – Level 3

Course Duration	16 Hours	Course Fee	Subsidy & Nett Fees	Mode of Training
		Full Fee: \$520	Please refer to page 2	Classroom

Certification You will receive a Statement of Attainment from SkillsFuture Singapore after you pass the assessment.

- Entry Requirement**
- Speak, listen and read English at a proficiency level not lower than the WPL Level 5, and manipulate numbers at a not lower than the WPN Level 5
 - Minimal education qualification is GCE 'O' Level, GCE 'N' Level or ITE certificate
 - A minimum of one year of employment experience (preferably in sales and marketing)
 - Internet and social media savvy (in personal use)

Course Objective This module equips the learners with essential knowledge and skills to get higher page-ranking for their website on search engine result pages (SERPs).

Course Content:

In this course you will learn how to fine tune your website for higher page ranking in search engines.

Section 1: SEO Concepts – Google Search Engine, SEO Ranking, Rank Brain, SERP and types of Search Engine, Principles

Section 2: Introduction to Google Ads, Principles in keyword search and density, planner

Section 3: Content Optimization – Principles of SEO in marketing a website content, in social network media content, Digital media trend in SEO context

Section 4: On-page SEO – URL structure, SEO parameters, Internal and External links



Section 5: Off-page SEO – Links and competitive edge, Advertising links research and strategies

Section 6 – Measurement and Analytics – SEO analytics tools, Performance metrics, Data and reports analysis, SEO development trends, Apply SEO in organisation strategies, Teaming and coordination in SEO optimization, Implementing SEO in marketing strategies

Assessment:

Written Assessment – short answered question

Portfolio

Oral Interview

Subsidy

WSQ Search Engine Optimisation (SEO) – level 3 TGS-2020503853		
	Mid-Career Enhanced Subsidy 40 years old & above	Singaporean 21 to 39 & PR
Course Fee	\$520.00	\$520.00
SkillsFuture Funding	\$364.00	\$260.00
Total Gross Fee	\$156.00	\$260.00
GST 7%	\$36.40	\$36.40
SkillsFuture Credit Deduction/Cash	\$192.40	\$296.40

Eligible for Claim Period: 02 June 2020 - 04 Aug 2022

Participant need to pass the test to get subsidy

SSG Advice:

All Singaporean aged 25 and above can use their \$500 SkillsFuture Credit to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website (www.skillsfuture.sg/credit) to choose for the courses available on the SkillsFuture Credit course directory.

PSEA Funding is available for student aged 21-25 Years old (Please Call PSEA Hotline 62600777 to check your balance),

Form for PSEA Funding is available from Genetic Computer School

Reminder to all learners:-

Bring your own laptop

Bring a thumbdrive

Bring a sweater as it might be cold

Bring stationeries – highlighter, pens

