

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	Successful trainees will receive a Statement of Attainment (SOA) issued by SkillsFuture Singapore			
Pre-requisites	<ul style="list-style-type: none"> Basic computer and Digital Marketing knowledge are a must. 			
Entry Requirement	<ul style="list-style-type: none"> Speak, listen and read English at a proficiency level not lower than PSLE or PSPE or equivalent, and manipulate numbers at a not lower than PSLE or PSPE or equivalent 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

Effective From: 26/02/2024

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			
Category of Individuals			
	Singapore Citizens and Singapore Permanent Residents	Employer-sponsored and self-sponsored Singapore Citizens aged 40 years old and above	SME-sponsored local employees (i.e. Singapore Citizens and Singapore Permanent Residents)
	Funding Source		
	SkillsFuture Funding (Baseline)	SkillsFuture Mid-career Enhanced Subsidy	SkillsFuture Enhanced Training Support for SMEs
Course Fee	\$520.00	\$520.00	\$520.00
SkillsFuture Funding	\$260.00	\$364.00	\$364.00
Total Nett Fee	\$260.00	\$156.00	\$156.00
GST (9% x \$520)	\$46.80	\$46.80	\$46.80
Total Fee Payable to Genetic Computer School	\$306.80	\$202.80	\$202.80
Age Group	SC 21-39 years old and PR	SC 40 years old and above	Small Medium Enterprise

Eligible for Claim Period: 02 June 2020 - 04 Aug 2026

Please refer to the below link for the Refund Table for SkillsFuture Courses:

<https://www.genetic.edu.sg/refund-for-skillsfuture-courses/>

Participant need to pass the test to get subsidy

SSG Advice:

Student must achieve 75% course attendance, and also pass the assessment to be eligible for SSG Funding.

All Singaporean aged 25 and above can use their \$500 SkillsFuture Credit to pay for a wide range of approved skills-related courses.

PSEA Funding is available for student aged 18-30 Years old (Please Call PSEA Hotline 62600777 to check your balance).

We are pleased to share the following information on the new PSEA Ad Hoc Withdrawal FormSG Application:

- Using only own PSEA: <http://go.gov.sg/psea-withdrawal-tp>
- Using Sibling's PSEA: <http://go.gov.sg/psea-withdrawal-tps>

Reminder to all learners:-

Bring your own laptop

Bring a thumbdrive

Bring a sweater as it might be cold

Bring stationeries – highlighter, pens

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