Year 2023

GENETIC Computer SCHOOL
EXCELLENCE : INTEGRITY

Simply Better TRAINING

www.genetic.edu.sg

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			
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 (8% x $520)	$41.60	$41.60	$41.60
Total Fee Payable to Genetic Computer School	**$301.60**	**$197.60**	**$197.60**
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 2024

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