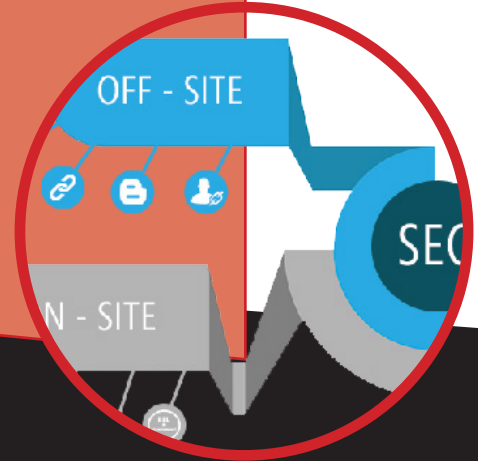


Search Engine Optimisation (SEO)

Improve Your Websites'
Search Rank &
Performance



Course Outline

Search Engine Optimisation (SEO) is widely regarded as an important and fundamental part of any digital marketer's arsenal, yet it still remains very misunderstood by many who still follow SEO techniques from the 90's and early 2000's. Search Engine Optimisation has come a long way since then due to Google setting the standard and high bar for websites to aspire to. However, the techniques and SEO strategies that can be employed are relatively simple to achieve.

Our SEO training course and workshop demystifies the jargon associated with search engine optimisation, helping marketers, designers and developers create successful SEO campaigns that will compliment other online marketing activity as well as improve ranking in Google search and other major search engines.

The day is packed full of useful strategies, case studies, recommended tools and the very latest research on best practice. It aims to empower attendees to run their own SEO campaigns or to better manage their SEO agency relationships.

The training course lasts one full day starting at 9.00am until 5.30pm, and is inclusive of course materials, certificate and complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

Course Benefits

Following this course, you will understand how to:

- Optimise your website search rank and performance
- Use online tools to carry out keyphrase and market research
- Perform competitor benchmarking using tools and advanced search commands
- Implement best practices relating to search engine inclusion and exclusion
- Implement best practice SEO web design, copywriting and site architecture
- Select the best approaches to running your SEO campaigns
- Carry out effective link building and off-page optimisation

Who Should Attend

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

Previous Clients



Course Programme

- Overview of the search marketing landscape
- How search engines work and rank relevant websites in search results
- How social media is impacting on SEO
- A review of the risks when running SEO campaigns
- Examples of common SEO implementation issues
- Setting and measuring SEO goals and objectives
- Keyword research and planning: outsmarting your competitors
- Keyword research tools and software
- Using research tools to avoid the Google penalty
- How the psychology of user search behaviour impacts on website design
- Competitor benchmarking - techniques and tools
- Understanding how search engines crawl websites
- Creating and submitting webmaster sitemaps
- Techniques to deal with duplicate or similar content
- Dealing with migrating or relaunching websites
- How to create metadata for search engines and social networks
- Using Google tools to improve engagement and research keywords
- Managing your web designers: case studies of poor web design
- Using tools to run SEO audits
- A lesson in link building science
- Google PageRank and its influence on modern SEO
- Google official advice on SEO and tips
- Social Media and its effect on link building
- Optimising your website architecture for link building
- Using sitemaps and their benefit
- Different structured approaches to running SEO campaigns
- Reviewing, testing and refining search engine optimisation
- Future SEO trends

Course Trainer

Abdul Awwal Mahmood



Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

Related Courses

Beneficial courses similar to the above include:

- Social Media for Business
- Facebook for Business
- Mobile App Development for Business
- Search Engine Optimisation (SEO)
- Advanced Facebook Techniques
- Essentials of Image Editing

Registration Form

**CHARLES MANN
ACADEMY**

SEARCH ENGINE OPTIMISATION Improve Your Websites' Search Rank & Performance

COURSE FEES: \$550.00 per delegate

COURSE PROGRAMME:

9.00am:

Arrival and Introduction

10.30am - 10.45am:

Morning Tea Break

12.30pm - 1.30pm:

Lunch Break

3.00pm - 3.15pm:

Afternoon Tea Break

9.15am - 10.30am:

What is SEO and How Does it Work?

10.45am - 12.30pm:

Understanding Online Search and Users

1.30pm - 3.00pm:

SEO Techniques, Strategies and Considerations

3.15pm - 5.30pm:

Off-Site SEO Techniques

DATE:	
COMPANY / ORGANISATION:	
FULL ADDRESS:	
AUTHORISED BY / JOB TITLE:	
CONTACT NUMBER:	
EMAIL ADDRESS:	
WEBSITE:	
COURSE DATE REQUIRED:	

	FULL NAME	NRIC	DATE OF BIRTH
ATTENDEE 1:			
ATTENDEE 2:			
ATTENDEE 3:			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances.

Please print and email this form to: info@charlesmann.com.sg

Alternatively, please post to: Grandlink Square, 511 Guillemard Road, #B1-03 Singapore 399849

On receiving this form, we will email you a pro-forma invoice. Payment can be made direct into our OCBC bank account:
OCBC Bank, Account No. 6894 8672 8001
Charles Mann Academy Pte Ltd

* Dates and/or venues can change due to unforeseen circumstances.