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## **Course Name:**

# **Search Engine Optimization (SEO) for Business**

## **Synopsis**

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. Our Search Engine Optimization (SEO) course will teach you everything you need to know to rank your website on Google, Yahoo, or Bing.

## **What You Will Learn**

By the end of the training, participants will be able to understand the importance of search engine optimization, able to perform on page and off page SEO as well as optimizing your current website structure.

## **Who Should Attend**

This course is suitable for:

- Small Business Owner
- Sales & Marketing Personal
- Entrepreneur
- Start Up
- Individuals who are interested in learning SEO.
- Digital Marketer
- Social Media Marketer
- SEO Specialist



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## Prerequisite

- Stable Internet Access (At least 10Mbps above)
- Valid Email ID (either Personal/Business)
- Dual monitor will have an advantage for better learning experience

## Course Methodology

During this 2 day class, the trainer will guide you & explain all the expect on SEO, each participant will have a chance to practice the on-page on-page as well as off-page optimization. Participants will get a hand on activity & search engines optimize their website.

## Course Duration

2 day(s) - 9am - 5pm

## Course Structure

### Session 1: Google Marketing & Local SEO - Day 1

Search engine traffic is important, we wish to have “FREE” traffic from search engine, this also the reason we learn search engine optimization on the following topic. Before we proceed to SEO, we choose Google because it takes 98% of the market share in search engine industries. In this chapter, we learn the search intent, how to spot the right keyword and a few google marketing tools which can help us in our business.

Topics include:

- Fundamental of search
- Advance keyword research
- Google Marketing Tools
- Google My Business & Optimization



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- Local SEO

### *Session 2: On Page and Off Page Search Engine Optimization (SEO) - Day 2*

How about FREE traffic from Search Engine? How good when someone searches for your product and services, Search Engine recommends you for FREE! This is the importance of Search Engine optimization. In this chapter, you will learn the fundamentals of SEO, how to make a search engine like your page and recommend you when someone searches your product and services, we will cover how the “on-page” and “off-page SEO” as well as link building strategies that no SEO guru will share with you.

Topics Include:

- Understanding Search Engine Optimization
- Website Structure & SEO For User Experience
- On Page Optimization
- Technical SEO
- SEO Out From Google
- Off Page Optimization
- Social Signal and Social Proof
- White Hat vs Black Hat SEO
- Link building Strategies
- Bonus: 100+ SEO Checklist