

Course Code: **M1246**

## 5 Days Digital Marketing Specialization

**Funding Available:** HRDF

### COURSE INFORMATION

Sessions  
5 daysDuration  
37.5 hrsLevel  
Beginner to  
IntermediateAssessment  
NA

#### VENUE

**Kuala Lumpur:** G-3A-02, Suite Pejabat Korporat, KL Gateway, No 2, Jalan kerinchi, Gerbang kernichi Lestari, 59200 Kuala Lumpur, Malaysia

**Penang:** Jalan Sungai Dua, 11700 Penang, Malaysia.

### WHAT'S THIS COURSE ABOUT

Day 1 Topic 1 - Search Engine Optimization

Topic 1.1 SEO Fundamentals and Strategies

What is Search Engine Optimization

The Fundamentals of How Search Engines Function

Whitehat vs Blackhat SEO Strategies

Top Ranking Factors

Implementation of SEO Strategies.

Topic 1.2 Manage Keyword Research

What is Keyword Research and Why Is It Important

Free and Premium Keywords Research Tools

Keyword Research Process

How to Build Extensive Keyword List

Analyze Competitor Advertising Links

Topic 1.3 On-page SEO...

### COURSE FEE

Full Fee RM 5,000.00

## CERTIFICATION

- **Certificate of Completion from Tertiary Courses** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Courses.

## REGISTRATION

<https://www.tertiarycourses.com.my/5-days-digital-marketing-specialization.html>



SCAN TO REGISTER

## SUPPORT

**Email:** [sales@tertiarycourses.com.my](mailto:sales@tertiarycourses.com.my)

**Tel:** +603 7931 9658

**WhatsApp:** <https://wa.me/601123244187>