



Course Code: M312

# Search Engine Optimisation SEO Essential Training

Funding Available: HRDF

## COURSE INFORMATION

Sessions  
1 day

Duration  
7.5 hrs

Level  
Beginner

Assessment  
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

Topic 1 Overview of SEO Fundamentals

What is Search Engine Optimization

How Search Engines Work?

Search Engine Results Page

Whitehat vs Blackhat SEO strategies

Activity: Setup Wordpress Landing Page and Install SEO Plugin

Topic 2 Keywords Research

Types of Keywords

Tools for Keywords Search

Keyword Analysis and Marketing Strategy

Choosing Good Keywords

Activity: Keywords Analysis

Topic 3 On Page SEO Techniques

What is On Page SEO

Indexing & Google Search Console

Meta Tags & URL

Sitemap

Content...

## COURSE FEE

Full Fee RM 1,000.00

## 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/search-engine-optimization-seo-training-in.html>



SCAN TO REGISTER

## SUPPORT

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