

SEO

COURSE BROCHURE

DIGITALLY SMART
YOUR E-LEARNING PARTNER





Welcome

The business world is evolving faster than ever before...

Digitally Smart programmes deliver **the framework and tools** needed to meet the challenges of our economy today - and tomorrow

Transform your career with a programme grounded in the realities of modern business and the connected society. Learn with some of Europe's leading Digital Marketing experts.

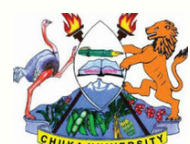
Why Choose Digitally Smart

- ◆ We are a **UK accredited CPD** education & training **provider**
- ◆ We partner with **universities, international organizations, non-for profit** and the **private sector**
- ◆ Our programs are **instructed by leading experts** with first-hand **industry experience**, globally
- ◆ We have an extensive reach, having delivered training across **3 continents** and more than **13 countries**

Bridging the digital skills gap

Our programs open doors to **transformation**. They address the **global digital skills gap** by future-proofing participants' careers with the skills they need to thrive in today's **ever-changing digital society**.

Some proud partners



SEO COURSE

DIGITALLY SMART

Course Overview



What will you learn?

Search Engine Optimisation (SEO) is a digital marketing technique focused on **increasing the traffic** to your website **through organic search results**.

In this course you will gain an understanding of **how search engines work** and **how you can increase the visibility of your website**. Building on this knowledge, you will learn the key elements for creating an **effective SEO strategy**, including how to select **keywords** and perform keyword research as well as how to conduct **on-page and off-page SEO analysis** to identify opportunities to improve a website's search optimisation.

The course combines a mix of **dynamic video-lectures, engaged discussions,** and **interactive supporting material**. Concepts are illustrated through cases of companies in diverse industries and executives will end the course with a digital transformation roadmap for their own organizations.



Module 1: SEO basics

Search Engine Optimization (also known as SEO) is the practice of optimising a website to increase its visibility on the search engine. This module explores how SEO works and looks at the fundamental principles to get started with SEO optimization. The module also discusses how to set-up effective SEO goals to measure its effectiveness, and the different considerations to take into account when choosing the keywords to optimize.

Learning objectives

- Learn the basic principles of SEO
- Learn how search engines work
- Learn how to set-up the right goals for your SEO strategy
- Learn the different types of keywords you can leverage on

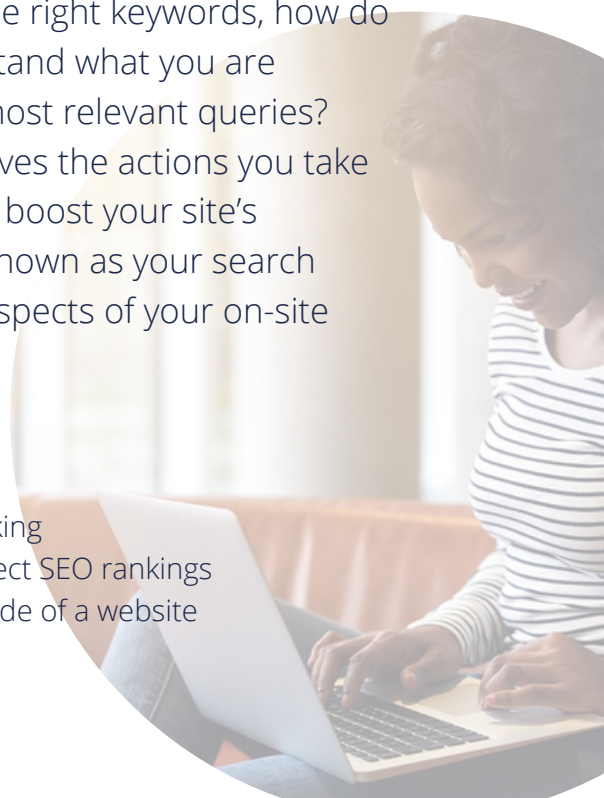


Module 2: On-site SEO

Once you have planned your strategy and selected the right keywords, how do you optimise your site so that search engines understand what you are offering and display you on the results page for the most relevant queries? This is what is known as 'on-site SEO', because it involves the actions you take on your site, as opposed to elsewhere on the web, to boost your site's positioning within search engine results pages, also known as your search ranking. In this module we will explore the different aspects of your on-site SEO strategy and the techniques to optimise them.

Learning objectives

- Understand how the hierarchy of a site affects its SEO ranking
- Understand how a webpage's URL and its internal links affect SEO rankings
- Learn how to optimise important sections of the source code of a website
- Understand the role of sitemaps and robots.txt



Module 3: On-site & off-site SEO

Body copy is another important asset of your on-site optimization toolkit. In this module, we will explore the key elements to optimize the content in your webpage. On the other hand, 'off-site SEO' refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs). These external factors are very important because they demonstrate to search engines that your site is seen by objective third parties as having authority, relevance and popularity. In this module, we will also discuss the most significant factor of your off-site SEO strategy.

Learning objectives

- Understand which are the most important elements within the page content that influence page rankings
- Recognize why backlinks are very important for SEO
- Understand what type of backlinks are more relevant to your website
- Understand what contributes to enhanced link juice



Module 4: Off-site SEO

Links continue to be one of the critical factors to increase SEO rankings. In this module, we discuss the methods to build the backlinks for your business site. We also explore the ways to research high-quality links, the method to assess and prioritize the list of links, and we look at the ways to acquire and manage those links.

Learning objectives

- Learn to conduct link research and assess link equity
- Learn to write a professional pitch to request links
- Learn to grow your link profile
- Understand the steps to mitigate the damage from harmful links pointing to your site



The learning journey

Our participants are at the core of everything we do. Our Digital Marketing program is **highly interactive**, resulting in drop off rates of below 2%. It is designed to provide both, digital marketing capability as well as the digital skills required to equip the future workforce. Allowing learning anywhere, anytime, 24/7 and from any location.



High definition video-lectures designed by our specialist product teams and leading industry experts



Class participation via dedicated discussion forums allow students to interact and learn from tutors and peers



Stimulate **team-work, critical thinking, and communication skills** to develop fundamental soft skills



The continuous evaluation is conducted via **graded assignments, class participation and test quizzes**



All learning materials are available anywhere, anytime, 24/7 from any location



Subject Matter Experts

The digital marketing program is designed, taught and validated by **industry experts.**

They are in continuous development, while supporting on module creation and validation as well as tutoring.