



Advanced Search Engine Optimization (SEO) Training Course



Table of **Contents:**

- > Program Overview
- > Program Features
- > Delivery Mode
- > Prerequisites
- > Target Audience
- > Key Learning Outcomes
- > Certification Details and Criteria
- > Course Curriculum
- > About Us

Program **Overview:**

Our Advanced Search Engine Optimization (SEO) training course will transform you into a full-stack SEO professional driving sustained growth in your website's most critical marketing channel. You will master the many facets of SEO including keyword research, technical SEO, link building, analytics, and much more.

Program **Features:**

- > 35 hours of high-quality self-learning content
- > 16 hours of instructor-led classes
- > Lifetime access to self-paced learning
- > Industry-recognized course completion certificate
- > 20+ real-life industry-based projects
- > Learn Google's popular tools like Keywords, Trends, and Search Console
- > Get a 360-degree understanding of planning and marketing a website

Delivery **Mode:**

Online Bootcamp: Online self-learning and live instructor-led classes

Prerequisites:

There are no prerequisites for taking this Advanced Search Engine Optimization (SEO) Training course.



Target Audience:

SEO training is beneficial for anyone who wants to become proficient in SEO best practices, particularly: marketing managers, digital marketing professionals, content writers, marketing and sales professionals; management, engineering, business, and communications graduates; and entrepreneurs and business owners.

Key Learning Outcomes:

By the end of this Advanced Search Engine Optimization (SEO) Training course, you will be able to:

- Create interesting and compelling marketing content
- Identify prospects and create an effective content marketing strategy
- Create brand messaging and appropriate content guidelines
- Learn how to find industry influencers and identify promotional opportunities
- Learn content marketing strategies, tactics, and best practices to produce effective content
- Learn how to develop appropriate content for each type of audience segment
- Create best practices for content across media types, including social media, images, etc.
- Leverage data from various sources to conduct quantitative and qualitative research, and deliver actionable, data-informed business insights
- Perform digital data analytics to derive important insights for all aspects of the customer lifecycle across digital channels
- Understand the concepts of web analytics from ground zero to master analytics across digital channels
- Gain in-depth knowledge of web analytics, social analytics, mobile analytics, and content analytics
- Acquire an end-to-end understanding of how digital and data analytics impact the conversion funnel, customer retention and acquisition, CPA, LTV, and overall customer engagement
- Learn how to use Google Analytics, Google Digital Studio, Klipfolio, and Tableau



Certification Details and **Criteria:**

- Attend one LVC Class OR complete at least 85% of the OSL course
- Successfully complete one assessment project
- Complete one assessment test with at least a 75% result

Course **Curriculum:**

Course 1: Search Engine Optimization Foundations

- Course Introduction
- Lesson 1 SEO Introduction
- Lesson 2 How Search Engines Work
- Lesson 3 Types of SEO
- Lesson 4 Keyword Research and Competitive Intelligence
- Lesson 5 On-Page Optimization
- Lesson 6 Off-Page Optimization
- Lesson 7 Duplicate Content
- Lesson 8 Design and Architecture
- Lesson 9 Local SEO
- Lesson 10 Algorithm Updates and SEO Changes
- Lesson 11 Integrating SEO with Other Disciplines
- Lesson 12 SEO Tools
- Lesson 13 How to Build a Successful Career in SEO
- Search Engine Optimization Foundations Quiz

Course 2: Advanced Search Engine Optimization

- Lesson 1 : Introduction to SEO
- Lesson 2 : How Search Engines Work
- Lesson 3 : Keyword Research
- Lesson 4 : On-Page Optimization
- Lesson 5 : Website Management and Optimization
- Lesson 6 : Off-Page SEO
- Lesson 7 : Planning A New Website
- Lesson 8 : Market Your Optimized Website
- Lesson 9 : Analytics and Measurement
- Lesson 10 : What's Next-Learning Path

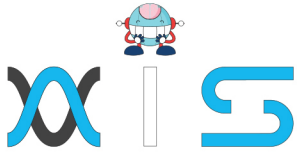


Course 3: Advanced Content Marketing

- › Lesson 1 : Introduction to Content Marketing
- › Lesson 2 : Developing a Vision of Content Marketing Success
- › Lesson 3 : Developing a Business Case for Content Marketing
- › Lesson 4 : Creating a Successful Content Marketing Strategy
- › Lesson 5 : Creating a Remarkable Editorial Mission Statement
- › Lesson 6 : Targeting Customer Intent Instead of Demographics
- › Lesson 7 : Targeting Key Influencers
- › Lesson 8 : Producing Help, Hub, and Hero Content Consistently
- › Lesson 9 : Producing Engaging Content More Frequently
- › Lesson 10 : Using Effective B2C and B2B Content Marketing Tactics
- › Lesson 11 : Building Successful B2C and B2B Social Media Platforms
- › Lesson 12 : Helping Customers find the Information They Seek
- › Lesson 13 : Helping Key Influencers Impact the Buyer's Decision-Making Process
- › Lesson 14 : Measuring Content Effectiveness
- › Lesson 15 : Measuring Return on Marketing Investment
- › Lesson 16 : Improving by Experimenting With New Initiatives
- › Lesson 17 : Improving Effectiveness by Becoming More Sophisticated or Mature
- › Lesson 18 : Content Marketing in the Foreseeable Future

Course 4: Advanced Web Analytics

- › Lesson 1 : Introduction to Digital Analytics
- › Lesson 2 : Building Blocks
- › Lesson 3 : Fundamentals of Digital Analytics
- › Lesson 4 : Business Perspective
- › Lesson 5 : Methodology-Lean Six Sigma
- › Lesson 6 : Data Analysis Fundamentals
- › Lesson 7 : Analysis Perspective Providing Insights
- › Lesson 8 : Enabling Capabilities
- › Lesson 9 : Managing Analytics
- › Lesson 10 : Audience
- › Lesson 11 : Acquisition
- › Lesson 12 : Behavior
- › Lesson 13 : Conversions and Onboarding
- › Lesson 14 : Retention and Expansion
- › Lesson 15 : Advocacy
- › Lesson 16 : Privacy and Ethics
- › Lesson 17 : Wrapping Up



AIS

With the rising demand in scalable technology, AIS provides tailored goal-setting based on your organization's needs and expectations. With products geared towards the growing needs of your organization's customers and employees, AIS has innovative and value-driven solutions.

Learning Partners



SAS Management, Inc.

Premiere training and consulting services company, SAS Management, Inc. has been in the industry for a decade. SAS Management, inc. focuses on creating value in every learning and consulting experience by providing the best possible output – whether in a virtual classroom setup, e-learning, or face-to-face. SAS Management, Inc. is the leading training and certification provider for ITIL, Project Management Professional, ISO certifications, PRINCE2, SDI Service Desk Analyst and Manager, Agile, and a host of many programs and courses.



Simplilearn

Tagged as the “World's #1 Online Bootcamp”, Simplilearn provides online education and in-house training for professional certification courses. Founded in 2010, Simplilearn offers more than 100 programs, helping professionals reach their learning potentials needed to work in the digital economy.

Technology Partner



Freshworks

With over 40,000 customers, Freshworks is a business solutions software provider with products ranging from IT helpdesk and service desk, customer relationship management, live chat, marketing automation, phone system, and HR.

Partners & Affiliates

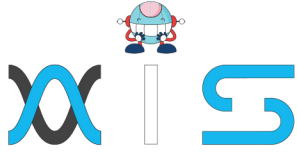


PECB

SDI
Service Desk Institute

EC-COUNCIL





The program presented, as well as a wide range of programs are products of the partnership of AIS, SAS Management, Inc., and Simplilearn. With a common goal of providing the best practice of facilitating learning with an array of choices available in the online platform in this time of digitization.

Office Addresses

AI Services

Juan Antonio III Building
315 Maysilo Circle, Mandaluyong, Philippines

SAS Management, Inc.

- **Head Office**

Unit 1602 Cityland 10 Tower
2 6815 HV dela Costa cor Ayala Avenue
Makati City, Philippines

- **Branch Office**

Unit 204 Villa Building
Jupiter St. corner Makati Avenue
Makati City, Philippines

- **Branch Office**

Room 201 2nd floor OLS Building
443 Gorordo Avenue., Brgy. Kamputhaw
Cebu City, Philippines

- **Branch Office**

Malaysia - SAS Management
Sdn Bhd 6f-16, IOI Business Park,
Persiaran Puchong Jaya
47170, Selangor

Simplilearn

- **Simplilearn Americas, Inc
Pvt Ltd.**

201 Spear Street, Suite 1100,
San Francisco, CA 94105 United States

- **Simplilearn Solutions
Pte Ltd.**

NALANDA 53/1 C, Manoj Arcade, 24th Main Rd,
Sector 2, HSR Layout, Bengaluru
560102, Karnataka, India.

- **Simplilearn Singapore**

#14-302, The Plaza, 7500A Beach Rd,
Singapore 199591