CHARLESMANN
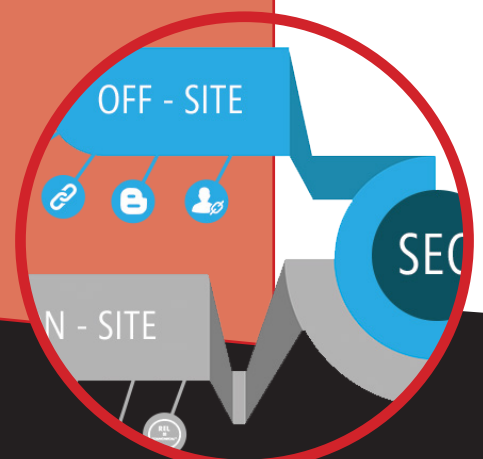## SOLUTIONS

Search Engine Optimisation (SEO)

Improve Your Websites' Search Rank & Performance

One Day Training Course

Google Partner

REGISTERED HRD CORP TRAINING PROVIDER

Course Outline

Search Engine Optimisation (SEO) is widely regarded as an important and fundamental part of any digital marketer's arsenal, yet it still remains very misunderstood by many who still follow SEO techniques from the 90's and earlu 2000's. Search Engine Optimisation has come a long way since then due to Google setting the standard and high bar for websites to aspire to. However, the techniques and SEO strategies that can be employed are relatively simple to achieve.

Our SEO training course and workshop demystifies the jargon associated with search engine optimisation, helping marketers, designers and developers create successful SEO campaigns that will compliment other online marketing activity as well as improve ranking in Googe search and other major search engines.

The day is packed full of useful strategies, case studies, recommended tools and the very latest research on best practice. It aims to empower attendees to run their own SEO campaigns or to better manage their SEO agency relationships.

The training course lasts one full day starting at 9.30am until 5.00pm, and is inclusive of course materials, certificate, lunch, refreshments and snacks, along with complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

Course Benefits

Following this course, you will understand how to:

- Optimise your website search rank and performance
- Use online tools to carry out keyphrase and market research
- Perform competitor benchmarking using tools and advanced search commands
- Implement best practices relating to search engine inclusion and exclusion
- Implement best practice SEO web design, copywriting and site architecture
- Select the best approaches to running your SEO campaigns
- Carry out effective link building and off-page optimisation

Who Should Attend

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

Previous Clients

Course Programme

- Overview of the search marketing landscape
- How search engines work and rank relevant websites in search results
- How social media is impacting on SEO
- A review of the risks when running SEO campaigns
- Examples of common SEO implementation issues
- Setting and measuring SEO goals and objectives
- Keyword research and planning: outsmarting your competitors
- Keyword research tools and software
- Using research tools to avoid the Google penalty
- How the psychology of user search behaviour impacts on website design
- Competitor benchmarking - techniques and tools
- Understanding how search engines crawl websites
- Creating and submitting webmaster sitemaps
- Techniques to deal with duplicate or similar content
- Dealing with migrating or relaunching websites
- How to create metadata for search engines and social networks
- Using Google tools to improve engagement and research keywords
- Managing your web designers: case studies of poor web design
- Using tools to run SEO audits
- A lesson in link building science
- Google PageRank and its influence on modern SEO
- Google official advice on SEO and tips
- Social Media and its effect on link building
- Optimising your website architecture for link building
- Using sitemaps and their benefit
- Different structured approaches to running SEO campaigns
- Reviewing, testing and refining search engine optimisation
- Future SEO trends

Course Trainer

Abdul Awwal Mahmood

Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

Related Courses

Beneficial courses similar to the above include:

- Social Media for Business
- Advanced Social Media Techniques
- Mobile App Development for Business
- Persuasive Website Design
- Advanced Facebook Techniques
- Running Google Adwords Campaigns

Registration Form

CHARLES MANN
SOLUTIONS

SEARCH ENGINE OPTIMISATION   Improve Your Websites' Search Rank & Performance
COURSE FEES: RM1,250 per delegate

Charles Mann is an approved training provider and registered with Pembangunan Sumber Manusia Berhad (PSMB). All our courses are claimable through the HRDF scheme. Please contact us for details.

DATE:	
COMPANY / ORGANISATION:	
FULL ADDRESS:	
AUTHORISED BY / JOB TITLE:	
CONTACT NUMBER:	
EMAIL ADDRESS:	
WEBSITE:	

SELECT DATE:

- ☐ Monday 15th Jan 2024
- ☐ Monday 12th Feb 2024
- ☐ Monday 11th Mar 2024
- ☐ Monday 8th Apr 2024
- ☐ Monday 13th May 2024
- ☐ Monday 10th Jun 2024
- ☐ Monday 8th Jul 2024
- ☐ Monday 12th Aug 2024
- ☐ Monday 9th Sep 2024
- ☐ Monday 14th Oct 2024
- ☐ Monday 11th Nov 2024
- ☐ Monday 9th Dec 2024

	FULL NAME	JOB TITLE	EMAIL
ATTENDEE 1:			
ATTENDEE 2:			
ATTENDEE 3:			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances. For Early Bird rates, full payment must be made one week prior to course date.

Please print and email this form to: info@charlesmann.com.my or call us on 010 425 0886
Alternatively, please post to: 10 Jalan USJ 3/1e, UEP Subang Jaya, Selangor 47600

Payment can be made direct into our CIMB account:
CIMB Bank, Account No. 8002037568
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