

Course Code: **M312**

Search Engine Optimisation SEO Essential Training

COURSE INFORMATION

Sessions
1 day

Duration
7.5 hrs

Level
Beginner

Assessment
NA

VENUE

Address: 3/5 Esan Close, College Estate, Off Oko Oloyun Street, Off Isheri-Igando Expressway, Igando Lagos, Nigeria 100216.

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 NGN 170,000.00

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



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