

Strategic Educational Partner



SEGi
COLLEGE
SUBANG JAYA

SEARCH ENGINE STRATEGY AND PLANNING



Learn the technologies, techniques, and strategies required to achieve high rankings on search engines, and why Search Engine strategy is one of the most cost effective promotional strategies available.

What you will learn :

- What is search engine optimization?
- What is the difference between SEM and PPC
- Key terms and concepts
- Implementing SEO on your side
- Common mistakes to avoid
- Competitive analysis and outsourcing

Course Summary

Understand the importance of and effectiveness of Paid Search and Search Engine Marketing to increase the productivity and effectiveness of digital marketing campaigns. Be able to compare and contrast organic search engine optimisation practices with pay-per-click strategies.

Course Objectives

Candidates will learn all about the concepts of Search Engine Strategy as well as the role of content marketing in SEO. Candidates should also grasp the understanding of how On-page and Off-page optimisation works for websites.

Course Duration: **2 Days**
Time: **9:30am-5:30pm**
Course Fee: **RM2,000+SST**

*per pax



CALL OR WHATSAPP
FOR DETAILS

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