

SEO ORGANIC REACH WORKSHOP

DATE: 13-14 June / 18-19 October 2023
21-22 February 2024

FEE: RM1,250

DURATION: 2 Days

HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

We start with Google search fundamentals. We cover SEO keyword research, blogging, and related issues. We go over keyword research tools like the Google Keyword Tool and a few other ways to get SEO keywords. Keyword research is the foundational part of SEO. It is extremely important to get it right, and we devote plenty of attention to it.

The second part of this SEO training course covers further Google search topics like how to dominate the top-10 search results of Google with more than one listing, how to do SEO on other platforms to reach great scale, long-tail vs. short-tail keywords, Google penalties, and much more. We also cover Yoast SEO plugin for WordPress SEO.

The third part of this SEO course focuses on off-page SEO strategies like link building so your site can rank higher. I explain what kinds of links are good to get, and what kinds of links to stay away from. I also explain how to get links by getting press coverage for your business because that is the best of both worlds. Typically links from publicity also bring you website traffic, and those links come from very strong websites in terms of Google search.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Manage SEO on your own for your website
- Dominate Google search as well as other search platforms
- Smart SEO strategies used only by very savvy marketers
- Learn SEO ranking at Wordpress Website
- Rank almost any page in Google search
- Create a very good SEO strategy for your business
- Gain insight into how all search engines work: Google or YouTube,
- Use different search engines mentioned above to your advantage to dominate everywhere on the web
- Learn SEO secrets and advanced strategies that no one talks about
- Go from a beginner to very intelligent about SEO

METHODOLOGY

- Lectures and Handouts
- Coaching
- Visual and Virtual

WHO SHOULD ATTEND

- Mid/Senior Manager
- First Level Manager
- Executive/Supervisory



FACILITATOR

Chong Kin Lei

She is Digital Marketing Consultant & Trainer & CEO in KelC has trained over 1000 participants in digital marketing courses and seminars across Malaysia. She founded KelC Academy & Digital Marketing Agency since Nov 2015 and currently doing consultation for corporate and SMEs companies in Digital Transformation, increases online presence and lead generation. Apart from that, she also helping to do developing, implementing and managing marketing campaigns such as social media marketing, SEO, Web development, Google ads, email marketing that promote a company and its products and/or services.

PROGRAM CONTENT

Module 1

Seo Introduction

- What is SEO?
- How SEO benefits to business?
- What is the difference between SEO & SEM?

Module 2

Keyword Research

- How to do keyword research?
- How to check on keyword competitiveness?
- Validate the right keywords with SEO tools
- Competitor analysis

Module 3

Wordpress Website Set Up

- Why is the WordPress website SEO friendly?
- Yoast SEO plugin

Module 4

Onpage Optimization

- Content creation (1000 words)
- Meta title, meta description, meta tag
- Featured Image
- Header 1 & header 2
- Permalink URL
- Interlink
- Keywords insertion
- Google Search Console
- Google Analytic

Module 5

Off-Page Optimization

- Local & oversea business listing
- Link building
- Social Link List

Module 6

Google My Business

- GMB Tools
- Local Business Listing

PROGRAM SCHEDULE

Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 2
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 2 (<i>Continue</i>)
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 3
		End of the day



Day 2

9:00am - 10:30am	:	Module 4
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 4 (<i>Continue</i>)
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 5
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 6
		End of the day