

Marketing courses

# SEARCH ENGINE OPTIMIZATION (SEO)

IMPROVE YOUR STRATEGY AND MARKET

WWW.BIZLEADER.EDU.VN

**BizLeader Business School**



# OVERVIEW

## SEO Unveiled: Mastering the Mechanics of Digital Visibility



Welcome to the dynamic world of **Search Engine Optimization (SEO)**! In this cutting-edge course, we will demystify the algorithms and strategies that make search engines tick. You'll learn how to elevate your website's visibility, tailor your content to match the intent of your audience and harness the power of keywords to climb to the top of search results. We'll explore both on-site and off-site optimization techniques, and you'll discover how to analyze performance data to continually refine your approach. Get ready to unlock the potential of organic search and propel your website to the forefront of digital discovery. Let's optimize for success!

### Skills you'll gain

**On-Page Optimization** **Keyword Research** **Link Building** **Technical SEO** **Analytics and Reporting**  
**Conversion Rate Optimization (CRO)** **Responsive Design**

### Training course materials package

**High-Quality Videos** **Trainer's Manual** **Exercises and Activities** **Certificate of Attendance** **eBook**

### Build your subject-matter expertise

This course is part of the Business Foundations Specialization

- Learn new concepts from industry experts
- Gain a foundational understanding of a subject or tool
- Develop job-relevant skills with hands-on projects
- Earn a shareable career certificate

### Assessments


- 9 quizzes
- 1 Final Project Essay


### Details to know

- 24 hours (approximately)
- Flexible schedule

*Learn at your own pace*

**Contact now!**

 098-300-9285

 [admissions@bizleader.edu.vn](mailto:admissions@bizleader.edu.vn)

 [www.bizleader.edu.vn](http://www.bizleader.edu.vn)

# COURSE MODULE STRUCTURE



1

## INTRODUCTION TO SEO

- Definition of SEO
- Importance of SEO for businesses



2

## ON-PAGE SEO

- Content optimization
- HTML tags optimization
- URL structure
- Internal linking



3

## OFF-PAGE SEO

- Backlink building
- Social media engagement
- Influencer outreach



4

## TECHNICAL SEO

- Website speed optimization
- Mobile-friendliness
- Site architecture and structure
- Schema markup



5

## KEYWORD RESEARCH

- Understanding user intent
- Tools for keyword research
- Long-tail keywords vs. short-tail keywords



6

## SEO CONTENT STRATEGY

- Creating high-quality, relevant content
- Content optimization for search engines
- Importance of user experience in content

7

## MEASURING SEO SUCCESS

- Key performance indicators (KPIs)
- Tools for tracking and measuring SEO success
- Google Analytics and Google Search Console



8

## LOCAL SEO

- Importance of local SEO for businesses
- Optimizing for local search results
- Google My Business optimization



9

## SEO BEST PRACTICES AND UPDATES

- Staying updated with search engine algorithm changes
- White-hat vs. black-hat SEO practices
- Ethical approaches to SEO
- SEO Campaign Management



10

## CONCLUSION

- Recap of the importance of SEO
- Future trends in SEO

**Contact now!**



098-300-9285



admissions@bizleader.edu.vn



www.bizleader.edu.vn