

Advanced Search Engine Optimisation Certification Program

The Advanced Search Engine Optimization (SEO) course is designed to transform you into an industry-ready SEO professional from day one. You'll master the many facets of SEO, including the process of organically driving traffic to your websites with keyword management and research, on-page and off-page optimization, link building, URL building, SEO analytics and more and you'll acquire extensive project experience to prepare you for managing inbound marketing initiatives.

Who should enroll for this program?

SEO training is beneficial for anyone who wants to become proficient in SEO best practices, particularly these professionals:

- Marketing managers
- Digital marketing professionals
- Content writers
- Marketing and sales professionals
- Management, engineering, business, and communication graduates
- Entrepreneurs and business owners

About the Program

Search engine optimization is more than just increasing rankings of your websites. It encompasses and empowers programming, content, visibility and the overall success of your website. Simplilearn's advanced SEO course will build you into a highly proficient SEO professional from the ground up. You'll start with the essentials of digital marketing and move on to the critical skill-sets necessary to excel in search engine optimization, content marketing and web analytics. You will learn to apply the latest tools, techniques and concepts while gaining hands-on experience through interactive projects and simulation exams. You'll also get a 360-degree understanding of keyword management and research, on-page and off-page optimization, website management, link building, URL management, planning and marketing a website, and a full round of analytics training. This course will help you differentiate your websites from competitors and prepare you to influence the strategic growth and decision-making for your company's brand.

Benefits of this Program

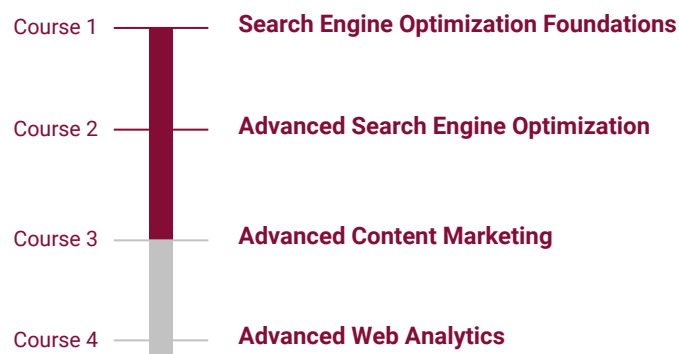
SEO and inbound marketing are the most important digital channels for many organizations, as more internet traffic is generated by organic search. SEO even plays a key role for companies that conduct much of their business offline because according to HubSpot more than 81 percent of all potential customers use the internet to research products before purchase. SEO specialists optimize websites and manage content and links on various platforms to make companies and their product lines more accessible to a digital audience. Digital transformation has led to a huge demand for qualified SEO specialists. Secondary research shows:

- SEO is the most in-demand digital marketing skill according to Smart Insights and cmo.com.
- There are over 11,206 SEO-related jobs available in the U.S. and 5,000 in the UK, according to Indeed.com.
- In India, there are over 11,000 jobs on naukri.com that require SEO knowledge and skillset.

Program features

- 365 days course access
- 30+ hours self-paced video
- Access to 15+ hours of live instructor-led online classes
- Around 20 real-life industry-based projects

Learning Path



Course 1

Search Engine Optimization Foundations

Search Engine Optimization (SEO) is a technique that helps in increasing the visibility, rankings and relevance of webpages in search engine results.

The SEO Foundation training from Simplilearn provides foundational knowledge in SEO. The training will help participants improve the visibility of websites and improve website traffic with proper use of the relevant keywords and other SEO techniques. The course also helps participants stay abreast of the latest best practices in SEO.

Learning Outcomes:

The SEO Foundation training provides essential knowledge in SEO techniques. By the end of this course, participants will have learned all about:

- On-page best practices
- SEO methods to generate relevant keywords
- Competitive analytics
- Design & architecture
- Site optimization & best practices
- Link-building
- SEO for local search
- SEO site audits

Course Content:

- Lesson 1 - Introduction to SEO
- Part 1 - Introduction to SEO
- Part 2 - A Model of Search Engines
- Quiz
- Lesson 2 - On-Page Optimization
- Lesson 3 - Off-Site Optimization and Link Building
- Lesson 4 - Duplicate Content
- Lesson 5 - Keyword Research and Competitive Analysis
- Lesson 6 - Design and Architecture
- Lesson 7 - Local SEO
- Lesson 8 - SEO Measurement
- Lesson 9 - The Changing State of SEO
- Lesson 10 - Integrating SEO with Other Disciplines

Course 2

Advanced Search Engine Optimization

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Course Content:

- Section 1 : Part 1: Introduction to SEO
- Section 1 : Part 2: A Model of Search Engines
- Section 2 : On-Page Optimization
- Section 3 : Off-Site Optimization
- Section 4 : Duplicate Content
- Section 5 : Keyword Research and Competitive Intelligence
- Section 6 : Design and Architecture
- Section 7 : Local SEO
- Section 8 : Algorithm Updates and SEO Changes
- Section 9 : Algorithm Updates and SEO Changes
- Section 10: Integrating SEO with Other Disciplines
- Advanced Search Engine Optimization
- Advanced Content Marketing
- Advanced Web Analytics

Course 3

Advanced Content Marketing

Content Marketing is aimed at building authority, amplifying the message, acquiring, and retaining the intended audience. Well written Marketing Content helps build the reputation of a trusted advisor.

This Advanced Content Marketing Course trains participants to produce compelling and impressive Marketing Content, concentrating on the vital strategies, tactics, and best practices that a writer needs to create and enhance content marketing efforts. This course also helps participants learn various aspects of planning and executing Content Marketing strategies with greater efficiency and impact, guiding participants to harness the power of words to disseminate information and create impressive marketing content.

Learning Outcomes:

The learning outcome of this Advanced Content Marketing Course are:

- Create interesting and compelling Marketing Content
- Identify Prospects and create an effective Content Marketing Strategy
- Create messaging and appropriate content guidelines
- Learn how to find industry influencers and identify promotional opportunities
- Learn content marketing strategies, tactics, and best practices to produce effective content
- Learn how to develop appropriate content for each type of audience segment
- Create best practices for content across media types, including social media, images, etc.

Course Content:

- Section 1 : Introduction to Content Marketing
- Section 2 : Developing a Vision of Content Marketing Success
- Section 3 : Developing a Business Case for Content Marketing
- Project 1 : Developing a Business Case for Content Marketing
- Section 4 : Creating a Successful Content Marketing Strategy
- Section 5 : Creating a Remarkable Editorial Mission Statement
- Section 6 : Targeting Customer Intent Instead of Demographics
- Section 7 : Targeting Key Influencers
- Project 2 : Targeting Key Influencers Who Influence Your Customers
- Section 8 : Producing Help, Hub, and Hero Content Consistently
- Section 9 : Producing Engaging Content More Frequently
- Section 10 : Using Effective B2C and B2B Content Marketing Tactics
- Project 3 : Using Effective B2C and B2B Content Marketing Tactics
- Section 11 : Building Successful B2C and B2B Social Media Platforms
- Section 12 : Helping Customers find the Information They Seek
- Section 13 : Helping Key Influencers Impact the Buyer's Decision-Making Process
- Project 4 : Helping Key Influencers Impact the Buyer's Decision-Making Process
- Section 14 : Measuring Content Effectiveness
- Section 15 : Measuring Return on Marketing Investment
- Section 16 : Improving by Experimenting With New Initiatives
- Section 17 : Improving Effectiveness by Becoming More Sophisticated or Mature
- Section 18 : Content Marketing in the Foreseeable Future
- Project 5 : Improving by Becoming More Sophisticated or Mature
- Course Feedback

Course 4

Advanced Web Analytics

Advanced Web Analytics is the science of analysis that focuses on various forms of Internet data. It involves the collection and analysis of data that lead to more informed business decisions and an optimization of an organization's digital ecosystem and supporting business processes. Web analytics takes data from websites, mobile applications, social media, Internet of Things, or third party sources and combines them with back-office Customer Relationship Management (CRM) and sales systems to improve core business strategies, optimize workflow and maintain a competitive edge.

This Advanced Web Analytics course covers fundamental concepts of analytics and dives deep into web, social, content and mobile analytics, illustrating common analytical scenarios and how to use popular web analytics tools used by marketers across the major industry domains. The course approaches web analytics from both a strategic and practical perspective, showcasing detailed tips and techniques for using Google Web analytics and other platforms and tools. You'll keep pace with the most important analytics trends and prepare for a career in web and digital analytics.

Learning Outcomes:

This Advanced Web Analytics training will give you a well-rounded expertise in digital data analytics, including:

- How to leverage data from various sources to conduct quantitative and qualitative research, and deliver actionable, data-informed business insights
- How digital data analytics drives important insights for all aspects of the customer lifecycle across digital channels
- Understanding the concepts of web analytics from ground zero to mastering the analytics domain across digital channels
- In-depth knowledge of web analytics, social analytics, mobile analytics and content analytics
- Complete end-to-end understanding of how digital and data analytics impact the conversion funnel, customer retention and acquisition, CPA, LTV and the customer engagement.
- Product knowledge of Google Analytics, Google Digital Studio, Klipfolio and Tableau.

Course Content:

- Section 1 : Introduction to Digital Analytics
- Project 1 : Introduction to Digital Analytics
- Section 2 : Building Blocks
- Project 2 : Building Blocks
- Section 3 : Fundamentals of Digital Analytics
- Project 3 : Fundamentals of Digital Analytics
- Section 4 : Business Perspective
- Project 4 : Business Perspective
- Section 5 : Methodology - Lean Six Sigma
- Project 5 : Methodology—Lean Six Sigma
- Section 6 : Data Analysis Fundamentals
- Project 6 : Data Analysis Fundamentals
- Section 7 : Analysis Perspective Providing Insights
- Project 7 : Analysis Perspective: Providing Insights
- Section 8 : Enabling Capabilities
- Project 8 : Enabling Capabilities
- Section 9 : Managing Analytics
- Project 9 : Managing Analytics
- Section 10 : Audience
- Project 10 : Audience
- Section 11 : Acquisition
- Project 11 : Acquisition
- Section 12 : Behavior
- Project 12 : Behavior
- Section 13 : Conversions & Onboarding
- Project 13 : Conversions and Onboarding
- Section 14 : Retention and Expansion
- Project 14 : Retention and Expansion
- Section 15 : Advocacy
- Section 16 : Privacy and Ethics
- Project 15 : Privacy and Ethics
- Section 17 : Wrapping Up
- Course Feedback