



Advanced Search Engine Optimization (SEO) Training Course

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Program Overview:

Our Advanced Search Engine Optimization (SEO) training course will transform you into a full-stack SEO professional driving sustained growth in your website's most critical marketing channel. You will master the many facets of SEO including keyword research, technical SEO, link building, analytics, and much more.

Program Features:

- > 35 hours of high-quality self-learning content
- > 16 hours of instructor-led classes
- > Lifetime access to self-paced learning
- > Industry-recognized course completion certificate
- > 20+ real-life industry-based projects
- > Learn Google's popular tools like Keywords, Trends, and Search Console
- > Get a 360-degree understanding of planning and marketing a website

Delivery Mode:

Online Bootcamp: Online self-learning and live instructor-led classes

Prerequisites:

There are no prerequisites for taking this Advanced Search Engine Optimization (SEO) Training course.

Target Audience:

SEO training is beneficial for anyone who wants to become proficient in SEO best practices, particularly: marketing managers, digital marketing professionals, content writers, marketing and sales professionals; management, engineering, business, and communications graduates; and entrepreneurs and business owners.

Key Learning Outcomes:

By the end of this Advanced Search Engine Optimization (SEO) Training course, you will be able to:

- Create interesting and compelling marketing content
- Identify prospects and create an effective content marketing strategy
- Create brand 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.
- Leverage data from various sources to conduct quantitative and qualitative research, and deliver actionable, data-informed business insights
- Perform digital data analytics to derive important insights for all aspects of the customer lifecycle across digital channels
- Understand the concepts of web analytics from ground zero to master analytics across digital channels
- Gain in-depth knowledge of web analytics, social analytics, mobile analytics, and content analytics
- Acquire an end-to-end understanding of how digital and data analytics impact the conversion funnel, customer retention and acquisition, CPA, LTV, and overall customer engagement
- Learn how to use Google Analytics, Google Digital Studio, Klipfolio, and Tableau

Certification Details and **Criteria:**

- > Attend one LVC Class OR complete at least 85% of the OSL course
- > Successfully complete one assessment project
- > Complete one assessment test with at least a 75% result

Course **Curriculum:**

Course 1: Search Engine Optimization Foundations

- > Course Introduction
- > Lesson 1 SEO Introduction
- > Lesson 2 How Search Engines Work
- > Lesson 3 Types of SEO
- > Lesson 4 Keyword Research and Competitive Intelligence
- > Lesson 5 On-Page Optimization
- > Lesson 6 Off-Page Optimization
- > Lesson 7 Duplicate Content
- > Lesson 8 Design and Architecture
- > Lesson 9 Local SEO
- > Lesson 10 Algorithm Updates and SEO Changes
- > Lesson 11 Integrating SEO with Other Disciplines
- > Lesson 12 SEO Tools
- > Lesson 13 How to Build a Successful Career in SEO
- > Search Engine Optimization Foundations Quiz

Course 2: Advanced Search Engine Optimization

- > Lesson 1 : Introduction to SEO
- > Lesson 2 : How Search Engines Work
- > Lesson 3 : Keyword Research
- > Lesson 4 : On-Page Optimization
- > Lesson 5 : Website Management and Optimization
- > Lesson 6 : Off-Page SEO
- > Lesson 7 : Planning A New Website
- > Lesson 8 : Market Your Optimized Website
- > Lesson 9 : Analytics and Measurement
- > Lesson 10 : What's Next-Learning Path

Course 3: Advanced Content Marketing

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

Course 4: Advanced Web Analytics

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

About Us:

Simplilearn is a leader in digital skills training, focused on the emerging technologies that are transforming our world. Our blended learning approach drives learner engagement and is backed by the industry's highest completion rates. Partnering with professionals and companies, we identify their unique needs and provide outcome-centric solutions to help them achieve their professional goals.

For more information, please visit our website: <https://www.simplilearn.com/digital-marketing/search-engine-optimization-seo-certification-training>



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Founded in 2009, Simplilearn is one of the world's leading providers of online training for Digital Marketing, Cloud Computing, Project Management, Data Science, IT Service Management, Software Development and many other emerging technologies. Based in Bangalore, India, San Francisco, California, and Raleigh, North Carolina, Simplilearn partners with companies and individuals to address their unique needs, providing training and coaching to help working professionals meet their career goals. Simplilearn has enabled over 1 million professionals and companies across 150+ countries train, certify and upskill their employees.

Simplilearn's 400+ training courses are designed and updated by world-class industry experts. Their blended learning approach combines e-learning classes, instructor-led live virtual classrooms, applied learning projects, and 24/7 teaching assistance. More than 40 global training organizations have recognized Simplilearn as an official provider of certification training. The company has been named the 8th most influential education brand in the world by LinkedIn.

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