

Advanced Search Engine Optimization (SEO)

Course Overview:

This Advanced Search Engine Optimization course will help you gain SEO knowledge and skills to drive the sustainable growth of your website by implementing an SEO marketing strategy. You will learn different facets of SEO like keyword research, page optimization, content marketing, web analytics, and website and URL management and optimization.

Course Highlights:

- 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 popular Google tools such as Keywords, Trends, and Search Console
- Get a 360-degree understanding of planning and marketing a website

Course Delivery Method:

This course is delivered as an online bootcamp with online self-learning and live instructor-led classes.

Prerequisites:

This Advanced Search Engine Optimization (SEO) Training course has no prerequisites.

Skills Covered:

- Search engine optimization
- Content marketing
- Web analytics
- Keyword management and research
- Website management and optimization
- URL management

Tools Covered:

- Majestic
- Moz
- Semrush
- SpyFu

Who Will Benefit:

This Advanced Search Engine Optimization (SEO) Training course is ideal for professionals interested in SEO fields like digital marketing professionals, marketing managers, content writers, marketing and sales professionals, management students, engineer, entrepreneurs, and business owners.

Key Learning Outcomes:

This Advanced Search Engine Optimization (SEO) Training course, will help you in the following ways:

- Create interesting and compelling marketing content
- Create an effective content marketing strategy after identifying prospects
- Create brand messaging and appropriate content guidelines
- Identify industry influencers and promotional opportunities for them
- Create effective content with help of content marketing strategies, tactics, and content best practices
- Develop appropriate content for different audience segments



- Create and implement best practices for content across media types, including social media, images, etc.
- Conduct quantitative and qualitative research to deliver actionable, data-informed business insights from various sources
- Use digital data analytics to derive important insights
- Use web analytics across multiple digital channels
- Gain in-depth knowledge of web analytics, social analytics, mobile analytics, and content analytics
- Acquire an end-to-end understanding of how data analytics impact the conversion funnel, customer retention and acquisition, CPA, LTV, and overall customer engagement
- Use tools like Google Analytics, Google Digital Studio, Klipfolio, and Tableau

Certification Criteria:

To unlock the certification, complete one assessment project, one assessment test with a minimum score of 75 percent, and attend one LVC class or complete at least 85 percent of the OSL course.



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About us:

Synermesh SA The Synermesh PAAS (powered by the Zoho SAAS; Simplilearn LMS); PMI training) connects the our staff & partners with the top Banks; Funds Administrators; and Funds Managers active in Luxembourg. Within our platform we provide access to our consultants to: tools to support project management & digital transformation: accounting services; training services; and specialised tools to support the specific operations related to Fund Administration

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.

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.