



Complete Certification Course in SEO

with option in Wordpress Website
Development



INDUSTRY STANDARD

delivering the standard in social media education

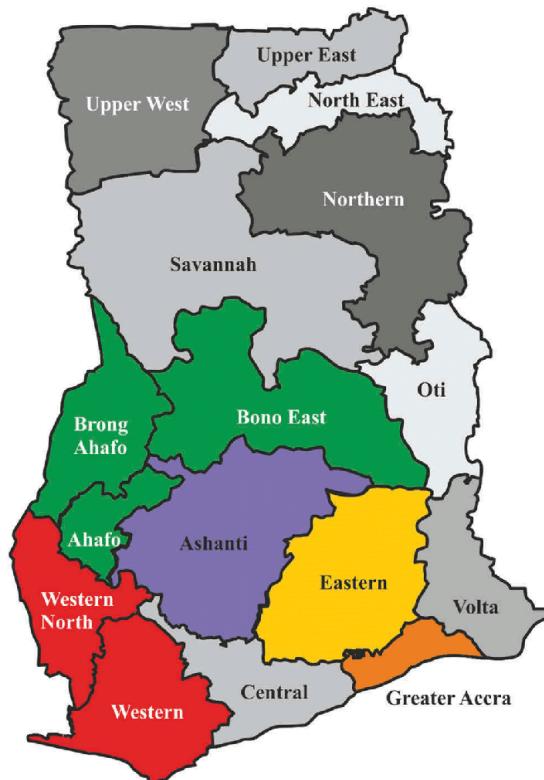


WELCOME |

**Search Engine Optimization specialists
are in high demand across the Globe.
Gain relevant skills in all the areas of SEO
and work for top firms. Develop practical
skills in building a website and optimizing.**



The Complete Certification in Search Engine Optimization (SEO) crash course is the country's standard in social media and digital marketing education. We have trained more professionals to a single social media education curriculum standard than any other in Ghana.



We work with industry experts and leading organizations to design and develop standards courses that define the digital skills and capabilities required of all professionals.

Our course deliver best current practice, theory and applied skills in social media and digital marketing education and are recognized and respected across the industry from leading institutions such as the Koforidua Technical University and expert from the Digital Marketing Institute; world leading digital marketing school and others.

Attending the Complete Certification in Search Engine Optimization (SEO) crash course will assure you have with you the essential skills and knowledge needed to excel as a Search Engine Optimization specialist.

KEY SKILLS TO GAIN:



Search Engine Rankings.



Website Optimization.



Keyword Research and Planning.



Off- Page SEO.



SEO Strategy and Analytics

COURSE MODULES:

- ❖ **Introduction and Evolution of SEO**
- ❖ **SEO Concepts and Principles**
- ❖ **Keyword Research**
- ❖ **SEO Content (On-Page)**
- ❖ **Technical SEO (Off- Page)**
- ❖ **Mobile and Local SEO**
- ❖ **SEO Strategy and Execution**
- ❖ **SEO Measurement and Reporting**

COMPLETE CERTIFICATION COURSE IN SEO WITH OPTION IN WORDPRESS WEBSITE DEVELOPMENT

Meet your facilitator **Gad Ocran**

Digital Marketing & Digital Transformation "HELP"
expert with experience in social media, digital marketing &
transformation across various industries with Multinationals,
Global Tech Startups, & Top Firms in Africa,
Middle-East & Southeast Asia.

Digital Education Background

- Msc Digital Marketing & Business Innovation (Salford Business School, UK)
- Cornell SC Johnson School of Business (Brand Leadership)
- Pg dip in Digital Marketing (DMI UK)
- Advanced Social Media strategy & social business transformation (Syracuse University, New York) Digital Product Strategy, Innovation & Management (Kellogg Executive Education, Northwestern University, US)

Work Experience

- Country Manager - **Growth, Max (Nigeria)**
- Country Manager
Cadana (Growth, B2B Sales and Marketing, Partnerships)
- Head of Marketing - **mPharma**
- Group Head of Digital and Social Media
The Multimedia Group Ltd
- Digital Media Manager
Infix (a company that compete with Netflix In emerging market)



TARGET CUSTOMERS:

Senior High School Graduates



University Graduates and Students



Working Professionals



Course Duration:

6 Month with Work Internship and Project Work

Course Location:

Global through Live Online Training Sessions and Offline Trainings in Ghana- West Africa. Certificate Issued by Eazzysocial and Short Courses- Koforidua Technical University. Admission Currently Ongoing. Call or WhatsApp 055 159 0388

Contact

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