



LONDON SCHOOL of  
**DIGITAL**  
MARKETING

# Search Engine Optimisation

3 HOURS • CLASSROOM • NO PRE-REQS



Industry Approved

SYLLABUS ADVISORY COUNCIL MEMBERS INCLUDE:



## Single Module

# Search Marketing (SEO)

The Search Engine Optimisation module examines the various tactics for enhancing your website's position and ranking with search engines.

The module covers the key concepts and terminology used within the field of SEO and equips marketing professionals with the technical know-how, understanding and insight to build and maintain an effective SEO strategy.

You will learn about the range of specialist tools that are available to help common search engines find, view and

rate websites. With this in mind, you will learn about onpage optimisation techniques and understand the process of effective keyword research and selection.

You will understand the importance of content updates and learn about applying appropriate meta tags in order to drive site optimisation.

At the end of this module, you will be able to monitor and manage your SEO activity by setting a baseline and regularly measuring activity against expectation.

### Topics covered include:

- Key SEO Concepts
- Search Results & Positioning
- Benefits of Search Position
- Stakeholders in Search
- Mechanics of Search
- On-Page Optimisation
- The SEO Process
- Customer Insights
- Analysis & Review
- Keyword Research & Selection
- Content Updates & Layout
- Meta Tags
- SEO Site Map
- SEO Google Search Console
- Off-Page Optimisation
- Inbound Links & Link Building
- Ranking
- Laws & Guidelines





# Subject Matter Experts

The course will introduce you to the most important and transformative aspects of digital marketing, delivered by the industry's leading practitioners.

All of your lecturers are specialist professionals in the digital marketing sector, running and delivering online marketing campaigns, using the latest tools and techniques on a daily basis.

They help to create and validate our modules as well as teach them, so your lectures will be based on our formalised syllabus of learning overlayed with their real life experiences, examples and case studies.



The course made the whole digital realm seem less complicated and actually very easy to navigate given the right tools.

Conor O'Sullivan

# Certification

The London School of Digital Marketing's syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the Digital economy, and our practical, industry-driven qualifications are recognised as the international standard in Digital Marketing certification.

This award has been credit rated by SQA at Level 4 on the Scottish Credit and Qualifications Framework (SCQF). SCQF level 4 corresponds to level 4 on the European Qualifications Framework (EQF).



# Syllabus Advisory Council

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The Syllabus Advisory Council includes experts from;



