

Digital Marketing Series

Search Engine Marketing : SEO & PPC



Why Choose this Training Course?

Mauritius has over 988,000 internet subscriptions. This means that the large majority of Mauritian adults are online and active users of the Internet. Search Engines are extensively used to search and find content on the Internet and Google holds nearly 60% of this online search traffic. In order to attract potential customers from search engines, businesses across the world strive to feature their websites on the first page of the search engines results pages (SERPs) for the right search keywords.

There are two ways to display a website on the first page of SERPs and thus attract clicks and conversions. The first is through Search Engine Optimisation (SEO). This is a process that analyses a website's capabilities and puts in on-site and off-site resources so that the website is aligned with Google's requirements and achieves a good natural ranking.

The other method to rank high on Search Engines is through paid advertising on Google through an online bidding system. The system is called Adwords or Pay per click and can be used instantly to reach potential customers across the world.

This course is part of a series of four courses namely Facebook for Business – Introduction, Facebook for business – Advanced, LinkedIn for Business and Search Engine Marketing to help your business build the internal competencies that will make an impact online.

The Search Engine Marketing course will equip delegates to access their business website's capabilities in terms of SEO and decide on the mix of natural ranking and paid ranking to increase the company's visibility on Google and attract qualified leads.

The course will feature:

- Understanding how search engines work
- Search engines results pages (SERPs)
- Keywords research
- Website on-page optimization for search engines
- SEO best practices
- Off-site optimization and link building
- Understanding Google advertising process
- Setting up and managing Google Adwords campaigns
- Aligning Google ads with business objectives
- Understanding and using Google Analytics
- Google conversions best practice

Course Schedule:

MQA Approved
8 hrs

Who is this Training Course for?

This course is suitable to a wide range of professionals but will greatly benefit:

- Personnel from a wide range of business disciplines
- Delegates who regularly work with online Sales and Marketing activities
- Webmasters willing to understand SEO and SEM
- Departmental Heads who require hands on insights on using Google to meet their business objectives
- Business owners who are considering expanding their business and market share online through search engines



The Course Content

Understanding Search Engines

- Google crawlers, indexing and ranking process
- Current Google algorithm updates affecting SEO
- Analysing search engine results pages (SERPs)
- Natural and paid SERPs
- Impact of website domain names and URLs on ranking

Search Engine Optimisation (SEO)

- SEO best practices
- White versus black hat techniques
- On-site optimization – Content, tags, webpages, internal linking, keyword density
- Off-site optimization – link building, quality of links, link sources
- Keyword research tools
- Choosing the right keywords for your business

Google paid advertising campaigns

- Understanding Google Adwords
- Setting up Adwords campaigns
- Managing campaigns through the Adwords dashboard
- Understanding Click Through Rates and the bidding process
- Google Ads quality score
- Search, Content and Video advertising

Digital Marketing

Strategies Focused on Increasing The Reach & Visibility of Your Business.



APPROACH AND TRAINING METHODS



- We use the DMAIC methodology for all the courses we offer to our clients as pictorised above. This process enables us to constantly give our participants a high standard of training in a sustainable manner.
- We use comprehensive course notes and specific course materials.
- Interactive Style lecturing: combining lecture, discussion and practical exercises.
- This course as well as all our courses are weighted as follows:
 - 40% Theory
 - 60% Practical
- NOTE: OUR COURSES CAN BE TAILOR MADE AND EXTENDED TO COVER OTHER IDENTIFIED GAPS IN YOUR ORGANISATION BASED ON ITS SPECIFIC NEEDS. CALL US TODAY FOR MORE INFORMATION.

ABOUT THE TRAINER



Rao Ramah graduated from the Imperial College of Science & Technology, London in 1991. After early jobs as an engineer & analyst in the UK, Rao worked as Product Support & Marketing Manager at the IBL Group from 1997 to 2004.

Rao moved back to the UK in 2005 where he founded and managed an online marketing and web design sales business. In 2006 his website was number 1 on Google UK for the most competitive keywords in this industry and this led Rao to set up a startup in Mauritius as part of a technology outsource model that delivered over 150 websites and online marketing solutions both in the UK and in Mauritius.

Rao brings with him over 12 years experience as a digital marketing practitioner and he is a certified digital marketing professional from the Digital Marketing Institute UK. He is an experienced and MQA registered trainer and speaker.

3 WAYS TO REGISTER

Tel: +230 261 0909 | 261 2901
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YOUR INVESTMENT

Rs 7,500 per participant

- * MQA Approved Course
- * Eligible to HRDC refund up to 60%