

Search Engine Optimizations



Course Overview

Course	Search Engine Optimizations
Duration	2 / 3 / 6 Months, Part-time
Study mode	On campus
Campus	Informatica Group
Requirements	No prior experience required



About the course

Discover the power of SEO with our course. From understanding search engine algorithms to implementing effective strategies, learn how to optimize your website and drive organic traffic. Elevate your digital presence and achieve your business goals with our expert-led SEO training.

What you'll learn

- ✓ **Fundamentals of SEO:** Understanding what SEO is, how search engines work, and why it's essential for businesses and websites.
- ✓ **Keyword Research:** Learning how to find and prioritize the right keywords for your website based on relevance, search volume, and competition.
- ✓ **On-Page SEO:** Techniques to optimize individual web pages to rank higher and earn more relevant traffic. This includes optimizing meta tags, headings, content, & images.
- ✓ **Off-Page SEO:** Strategies to build authority and credibility for your website through link building, social media promotion, and other external factors.

DID YOU KNOW?

Search Engine Market Share Q2 2024

94%

of all searches happen on a Google.com property

68% percentage of population making searches each day

87% of smartphone owners use search engine daily

97% of content gets no traffic from Google

Career services

Our Career Services team will help you develop your professional skills through a number of key areas:

- > Establishing your career pathway
- > Building your employability
- > Self-help career resources
- > Finding work
- > Events and workshops
- > Building a professional network
- > Career advice
- > Career news
- > Your future beyond graduation
- > Career development learning

Boost your site's ranking—join our SEO course and excel!

[LEARN MORE](#)