



CERTIFIED SEO SPECIALIST (CSEOS)

Dominate Search Engines and Outrank Your Competitors.

Companies who've sent their teams for upskilling



Our Graduates Work For Companies Like



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PROGRAMME OVERVIEW

The Certified SEO Specialist (CSEOS) programme is designed to provide you with the essential knowledge and skills to excel in search engine optimisation. You will learn how to optimise websites to rank higher in search engine results, drive organic traffic, and improve online visibility. Here are several case studies showcasing the successes of our SEO students:

- 522% Increase in Traffic After 6 Months of SEO Implementation
- Local Wellness Product Company Maintained Sales Targets Through SEO Despite the Covid-19 Pandemic
- SingHealth's HealthXchange Portal SEO Rankings Increased After an SEO Site Revamp



PROGRAMME HIGHLIGHTS

- Comprehensive understanding of SEO principles and techniques
- Hands-on training with real-world SEO tools and strategies
- Advanced techniques for on-page and off-page optimisation
- Real-world case studies and practical projects
- Expert instruction from industry professionals
- Flexible learning options to fit your schedule

LEARNING OUTCOMES

By the end of the CSEOS programme, you will be able to:

- Develop and implement effective SEO strategies
- Perform comprehensive keyword research and analysis
- Optimise website content for better search engine rankings
- Use advanced SEO techniques to improve site performance
- Analyse and interpret SEO data to refine strategies



PROGRAMME MODULES

Search Engine Optimisation

Learn the fundamentals of SEO, including keyword research, on-page optimisation, technical SEO, and link building.

- Learning Unit 1: Introduction to SEO
- Learning Unit 2: Keyword Research & Onpage SEO
- Learning Unit 3: Link Building (Off-Page SEO)
- Learning Unit 4: SEO Analytics

Advanced Search Engine Optimisation

Delve into advanced SEO strategies, including content optimisation, mobile SEO, local SEO, & the use of advanced tools & analytics.

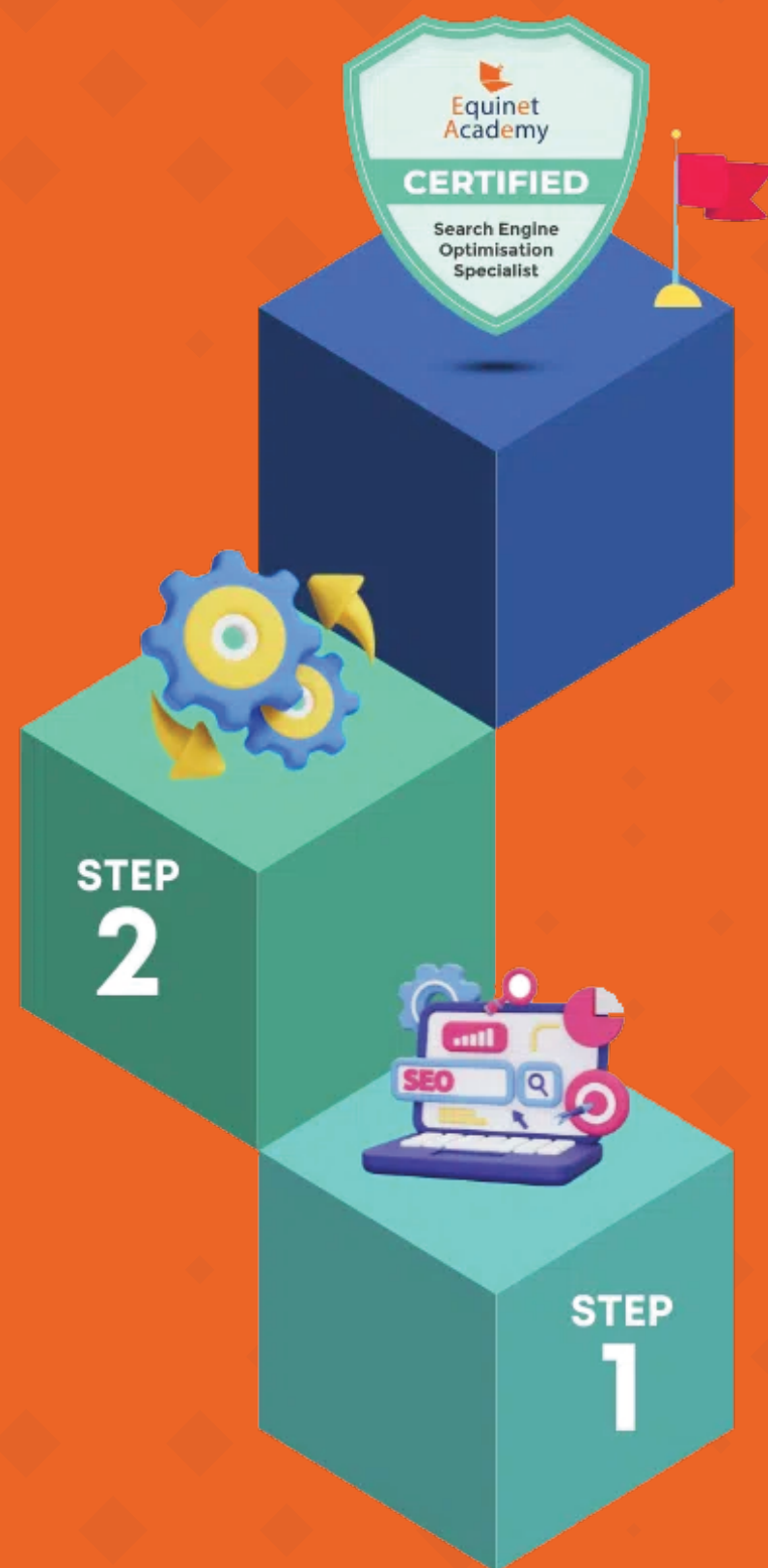
- Learning Unit 1: Advanced Keyword Research and SEO Content Strategy
- Learning Unit 2: Advanced On-Page SEO
- Learning Unit 3: Advanced Off-Page SEO
- Learning Unit 4: Advanced SEO Strategies and Analytics

The modules are strategically sequenced to deliver a comprehensive & progressively advanced learning experience.

Beginning with the Search Engine Optimisation module, participants establish a solid foundation in SEO principles and fundamental techniques.

The subsequent Advanced Search Engine Optimisation module builds upon this foundation, introducing more sophisticated strategies and techniques to ensure participants can adeptly optimise websites and achieve superior search engine rankings.





Certified SEO Specialist

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Advanced Search Engine Optimisation

Delve into advanced SEO strategies, including content optimisation, mobile SEO, local SEO, and the use of advanced tools and analytics.

Search Engine Optimisation

Learn the fundamentals of SEO, including keyword research, on-page optimisation, technical SEO, and link building.

The CSEOS programme is carefully structured to cultivate your expertise through a logical and progressive sequence.

Starting with foundational SEO concepts, participants gain a thorough understanding of essential techniques and tools. The advanced module then enhances this foundational knowledge, providing participants with the skills needed to tackle and overcome complex SEO challenges.

This structured approach ensures the development of a comprehensive and sophisticated skill set, rendering participants



CERTIFICATION TRACK

Candidates who have demonstrated competency in the programme will attain WSQ Statement of Attainments (SOAs) awarded by SkillsFuture Singapore and the Certified SEO Specialist (CSEOS) certificate issued by Equinet Academy.



WHY LEARN FROM US?



When you learn with us, you will acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies. What you can expect:

- ⦿ Industry-recognised WSQ Statement of Attainments
- ⦿ Real world hands-on projects
- ⦿ Comprehensive, up-to-date curriculum and courseware
- ⦿ Post-course coaching and mentorship
- ⦿ Career support services and job opportunities
- ⦿ Be part of an insider community with over 1000+ members



POST-TRAINING MENTORING



**Complete
Course**

**Complimentary
Resit of All
Modules**

**Coaching &
Mentoring**

**Job & Career
Outcomes**

Upon completing all 2 course modules, you will be entitled for a complimentary resit of all course modules for a period of 3 years.

You will also be entitled to coaching and mentoring via Ask Me Anything sessions and an insider community (over 1000+ members) where you may post questions and seek support from industry experts.

This will translate into better on-the-job performance and career opportunities.

WHY WE ARE DIFFERENT

Equinet Academy

- ✓ Instructors are subject matter experts
- ✓ Instructors are certified facilitators with the WSQ Advanced Certificate in Learning and Performance (ACLP)
- ✓ Courseware is up-to-date
- ✓ Curriculum and lesson plan is designed with instructional design frameworks (Kolb's, Gagne, Addie Model)
- ✓ Training is hands-on with real world project-based assignments
- ✓ WSQ Statement of Attainments are accredited by SkillsFuture Singapore
- ✓ Complimentary resit of all modules within 3 years
- ✓ Post-training support
- ✓ Career support and job matching

Other Institutes

- ✗ Instructors may not have sufficient subject matter expertise
- ✗ Instructors' teaching experience may be inadequate
- ✗ Courseware may be outdated
- ✗ Curriculum and lesson plan may be unstructured and lack engagement
- ✗ Training may be loaded with lectures without opportunity to practice concepts taught
- ✗ Certificate may not be recognised
- ✗ Retaking of modules may be chargeable
- ✗ Little to no support after the course
- ✗ No career services offered

INSTRUCTOR



Kevin Dam

Kevin is the CEO, Founder of Aemorph. A seasoned entrepreneur and digital marketing expert. Kevin started in digital marketing, specializing in Search Engine Optimisation since 2010, and is helping F&B, Finance, Insurance, E-commerce, Medical, B2B services and SaaS companies. Kevin is also a certified adult educator in Singapore,

PROGRAMME FEES

Module 1: Search Engine Optimisation

Course Fee: S\$975.00 (exclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$380.25 (inclusive of 9% GST)

Module 2: Advanced Search Engine Optimisation

Course Fee: S\$950.00 (exclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$370.50 (inclusive of 9% GST)

Certified Search Engine Optimisation Specialist

Course Fee: From \$750.75 (inclusive of 9% GST)



HEAR FROM OUR GRADUATES



It had been supremely useful after attending this SEO course, and I was able to help my organisation troubleshoot and bring up the organic search traffic the past few months. The presentation materials were comprehensive and well organised – truly informative and an enriching experience.

Adeline Ng
Singapore Press Holdings



I have a high level knowledge of the topic, but have never fully learnt to an advanced level. Now, thanks to the help of Equinet and Kevin Dam, I am very confident in my abilities to run a successful SEO strategy.

Will Facer
Tremco CPG



The Advanced SEO Course is hands-on and useful. As a business owner, this provides a good overview of what I need to do within a short period of time. I'm more confident that I can execute the content and SEO strategy optimally for my company after this course

Yeo Chuen Chuen



SEO is a subject that is technical and dry, but not Mr. Kevin Dam's SEO training class. He did not use very technical terms to ensure that my non-technical course mates were able to understand as well. He uses illustrations and examples to help us in our understanding. He also repeats key concepts to ensure we register them into our muscle memory. During our practical SEO sessions, Kevin's instructions are direct and clear. He explains the actions taken and the outcome. The class pacing was good and even the older folks in my class were able to follow along and complete the practical assignments. Many thanks to Kevin for helping to kick start my SEO learning journey.

Regina Tan Jardine OneSolution (2001) Pte Ltd

FREQUENTLY ASKED QUESTIONS (FAQS)

Can I take the modules individually and in a different sequence?

Yes. However, this is not recommended unless you are able to meet the prerequisites for the course modules.

I have completed one individual module 2 years ago. If I complete the remaining modules, will I still attain the full certification?

Yes, you will be able to attain the full certification without time limit. However, it would be recommended to attend a complimentary refresher course before proceeding with the remaining modules.

What are the pre-requisites to enrol into this course?

You are required to have basic computer navigational skills such as opening and closing, dragging and dropping, copying and pasting of files. Some knowledge of sales and marketing concepts will be useful, although not a requirement.

Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.

If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other [post-training support](#) channels such as the Equinet Academy Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.



Transforming Marketers
For The **Digital Economy**

Dominate Search Engines and Outrank Your Competitors.

Apply Now

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