

## WSQ Search Engine Optimisation (SEO) – Level 3

<b>Course Duration</b>	16 Hours	<b>Course Fee</b>	Full Fee: <b>\$520</b>	<b>Subsidy &amp; Nett Fees</b>	Please refer to page 2	<b>Mode of Training</b>	Classroom
<b>Certification</b>	Successful trainees will receive a Statement of Attainment (SOA) issued by SkillsFuture Singapore						
<b>Pre-requisites</b>	<ul style="list-style-type: none"> <li>• Basic computer and Digital Marketing knowledge are a must.</li> </ul>						
<b>Entry Requirement</b>	<ul style="list-style-type: none"> <li>• Speak, listen and read English at a proficiency level not lower than PSLE or PSPE or equivalent, and manipulate numbers at a not lower than PSLE or PSPE or equivalent</li> <li>• A minimum of one year of employment experience (preferably in sales and marketing)</li> <li>• Internet and social media savvy (in personal use)</li> </ul>						
<b>Course Objective</b>	This module equips the learners with essential knowledge and skills to get higher page-ranking for their website on search engine result pages (SERPs).						

### Course Content:

In this course you will learn how to fine tune your website for higher page ranking in search engines.

Section 1: SEO Concepts – Google Search Engine, SEO Ranking, Rank Brain, SERP and types of Search Engine, Principles

Section 2: Introduction to Google Ads, Principles in keyword search and density, planner

Section 3: Content Optimization – Principles of SEO in marketing a website content, in social network media content, Digital media trend in SEO context

Section 4: On-page SEO – URL structure, SEO parameters, Internal and External links

Section 5: Off-page SEO – Links and competitive edge, Advertising links research and strategies

Effective From: 17/03/2025

Section 6 – Measurement and Analytics – SEO analytics tools, Performance metrics, Data and reports analysis, SEO development trends, Apply SEO in organisation strategies, Teaming and coordination in SEO optimization, Implementing SEO in marketing strategies

**Assessment:**

Written Assessment – short answered question

Portfolio

Oral Interview

**Subsidy**

WSQ Search Engine Optimisation (SEO) – level 3 TGS-2020503853			
Category of Individuals			
	Singapore Citizens and Singapore Permanent Residents	Employer-sponsored and self-sponsored Singapore Citizens aged 40 years old and above	SME-sponsored local employees (i.e. Singapore Citizens and Singapore Permanent Residents)
	Funding Source		
	SkillsFuture Funding (Baseline)	SkillsFuture Mid-career Enhanced Subsidy	SkillsFuture Enhanced Training Support for SMEs
Course Fee	\$520.00	\$520.00	\$520.00
SkillsFuture Funding	\$260.00	\$364.00	\$364.00
Total Nett Fee	\$260.00	\$156.00	\$156.00
GST (9% x \$520)	\$46.80	\$46.80	\$46.80
<b>Total Fee Payable to Genetic Computer School</b>	<b>\$306.80</b>	<b>\$202.80</b>	<b>\$202.80</b>
<b>Age Group</b>	<b>SC 21-39 years old and PR</b>	<b>SC 40 years old and above</b>	<b>Small Medium Enterprise</b>

Eligible for Claim Period: 02 June 2020 - 04 Aug 2026

**Please refer to the below link for the Refund Table for SkillsFuture Courses:**

<https://www.genetic.edu.sg/refund-for-skillsfuture-courses/>

**Participant need to pass the test to get subsidy**

SSG Advice:

Student must achieve 75% course attendance, and also pass the assessment to be eligible for SSG Funding.

All Singaporean aged 25 and above can use their \$500 SkillsFuture Credit to pay for a wide range of approved skills-related courses.

PSEA Funding is available for student aged 18-30 Years old (Please Call PSEA Hotline 62600777 to check your balance).

We are pleased to share the following information on the new PSEA Ad Hoc Withdrawal FormSG Application:

- Using only own PSEA: <http://go.gov.sg/psea-withdrawal-tp>
- Using Sibling's PSEA: <http://go.gov.sg/psea-withdrawal-tps>

**Reminder to all learners:-**

Bring your own laptop

Bring a thumbdrive

Bring a sweater as it might be cold

Bring stationeries – highlighter, pens

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