

Introduction to Search Engine Optimisation

Applying for this course:

To apply for this course, you should have completed compulsory schooling up to 65 years of age. Ideally you should be able to use a computer. For further information, kindly contact us on ga.jobsplus@gov.mt stating your ID card number, attaching copies of your qualifications and a copy of your CV highlighting your work experience.

Course Duration

This course is of 8 hours duration and consists of one Module.

General pedagogical guidelines and procedures for this course:

The delivery of this Course will be mainly held through a series of classroom discussion. The trainer will also be holding lessons with the learners which will consist of various presentations, including demonstrations.

This course can also be delivered online. In such cases, the learner is required to have a working camera and a working microphone.

General assessment policy and procedures for this course:

The Learner will be assessed through an Ongoing Assessment that will take place throughout the duration of the course. The ongoing assessment will take into consideration the learner's classroom participation throughout the entire course, and will take place by way of oral exercises, one-to-one questions, quizzes, and group activities.

Module 1 Learning Outcomes- Introduction to Search Engine Optimisation

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| ✓ Define Search Engine Optimisation within the concept of content marketing | ✓ Understand how the content, design and hosting of one's website affects the SEO score (ranking) |
| ✓ Understand the importance of Crawling, Indexing and Ranking | ✓ Build high quality SEO backlinks |
| ✓ Understand how Search Engine Optimisation works (On page SEO and Off page SEO) | ✓ Identify the integration between SEO and Social Media |
| ✓ The E-A-T Framework – expertise, authority and trustworthiness | ✓ Optimise social media profiles and posts for search visibility on each platform |
| | ✓ Keyword analysis and content strategy |

Module Assessment:

Ongoing Assessment that will take place throughout the duration of the course.