

Taking Learning To New Heights

Learning Everest collaborates with Subject Matter Experts from various fields to create simple, yet impactful, off-the-shelf eLearning courses that your learners can take at their own convenience. We specialize in providing you courses on various topics that would empower your learners to gain the necessary knowledge and perform better.



Learning Everest

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**UNDERSTANDING
DIGITAL
MARKETING:
SEARCH ENGINE
OPTIMIZATION**



Duration: 2.5 hours



Level of course: Beginner

Unique Features

- cmi5, xAPI (Tin Can API), SCORM 2004, SCORM 1.2, and AICC compliant eLearning course
- Self-paced & Interactive
- Knowledge Checks to reinforce learning

Who Should Attend

Professionals in the field of:

- Marketing
- Content Creation
- Business Owners
- Sales
- Business development
- IT

Course Overview

Do you want your web pages to rank higher on the Search Engine Results Page? With SEO your visibility increases online. When you rank higher people find your brand. SEO thus helps you to gain business.

But what exactly is SEO? This course on Search Engine Optimization will help you understand what SEO is and how good it is for your business, and why you need it.

This course will help you understand the basics of Search Engine Optimization, On-Page SEO, Off-Page SEO, what an SEO Strategy is, and how to measure SEO.

Topics Covered

1. What is SEO?
2. Search Engines
3. SEO Techniques
4. SEO Strategy
5. How to measure SEO?
6. How to become an SEO expert?