



# Search Engine Optimisation (SEO) Certification Training

 3-5 Months Virtual classes + self paced 4 Sections Industry Recognised Learning Start Immediately Pay upfront & save

In partnership with



## Course Overview

Boost website growth and social media engagement with our Advanced Search Engine Optimisation (SEO) certification. This self-paced program covers keyword research, web analytics, content marketing, and more. Through hands-on projects and practical industry challenges, you'll gain the skills needed to pursue entry-level SEO and digital marketing roles. Learn how search engines work, master analytics, link building, and content creation, and become a credible SEO expert in today's digital marketing field.

## What you will learn

By the end of this Advanced Search Engine Optimisation (SEO) Certification Training, you will accomplish the following:

- A solid skillset in web optimisation, management, and analytics
- A strong knowledge of relevant SEO tools, such as Google's Keyword Trends and Search Console
- A thorough understanding of the web and content marketing process

## Tools Covered

- Majestic
- MOZ
- Semrush
- SpyFu

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Registered Training Organisation  
RTO No 40374  
ABN: 14 125 906 676

## Course Modules

This short course covers critical areas of SEO, including search engine basics, design, architecture, algorithm updates, and common tools. You'll learn to optimise, market, and analyse website performance, and create engaging content for online audiences. Led by verified SEO experts and offered through self-paced learning, this course helps you build practical skills for one of today's most in-demand marketing fields.

## Search Engine Optimisation (SEO) Certification Training

- Lesson 1: Course Introduction
- Lesson 2: Introduction to SEO
- Lesson 3: On-Page and Off-Page SEO
- Lesson 4: Technical SEO
- Lesson 5: Link Building and Link Marketing
- Lesson 6: Connecting E-Commerce
- Lesson 7: Obstacles in SEO
- Lesson 8: Sitemaps
- Lesson 9: The Future of SEO
- Lesson 10 - Practice Project

## Career Outcomes

### Marketing Analyst

Annual salary  
\$96,000

### Digital Marketer

Annual salary  
\$85,000

### SEO Specialist

Annual salary  
\$87,000

## Payment Options

### Pay Upfront and Save

You pay  
**\$880**

RRP ~~\$1199~~

### Upskilled Payment Plans

For Upskilled courses delivered by Simplilearn - we can arrange for you an interest-free, flexible and easy to manage monthly payment plan.

All amounts are in AUD. Prices includes GST. Talk to an Upskilled Consultant to know more. Call **1300 009 924**. Terms & Conditions Apply.

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## Course projects

As part of your training, you'll learn to apply your SEO knowledge to real-world projects simulating relevant industry challenges.

## Search Engine Optimisation (SEO) Certification Training

### Keyword Analysis and Research

Through keyword research and analysis, build the information hierarchy of your website based on keyword effectiveness.

### SEO Structure Planning

Create your website's SEO structure based on the site architecture and its information hierarchy.

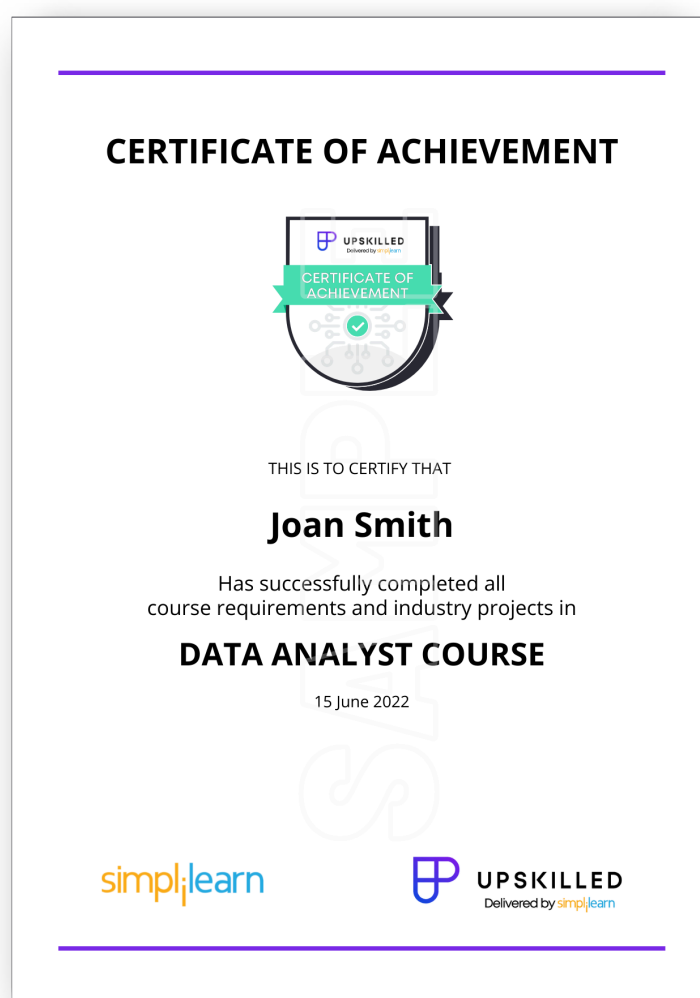
### Website Audit Documentation

Implement a SWOT analysis on your website using the Simple Audit Template, creating prioritised actionable items.

### Inbound Link Building

Pinpoint inbound link targets on your site and document the process involved in choosing these specific targets.

## Show off your achievements



## Earn your Advanced Search Engine Optimisation (SEO) Certification

Digital certificates are the new way for Upskilled and Simplilearn graduates to offer proof of their hard earned knowledge or skill set.

Additionally, upon completion of the entire short course, you will earn a certificate demonstrating your competence and actionable expertise as an experienced certified SEO professional.

## Differentiate Yourself

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## Search Engine Optimisation (SEO) Certification Training

Set yourself apart from the competition by certifying your demonstrable expertise to your employers. This is your ticket to get your foot through the door and proof that you have verified SEO in real world environments, making you job ready as a full-fledged expert.

### Share your achievement

You worked for it, you earned it! Share your achievement loud and proud! Talk about your Advanced Search Engine Optimisation (SEO) certification on LinkedIn, Twitter, Facebook. Add it to your CV to stand out and showcase to your employers.

Speak to an education consultant about enrolling in **Search Engine Optimisation (SEO) Certification Training**

 [Call us on 1300 009 924](tel:1300009924)

 [Fill in our online enquiry form](#)

Visit our website [www.upskilled.edu.au](http://www.upskilled.edu.au) for more information about our courses and see the course page for [frequently asked questions](#).

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