

Digital Marketing: Enhancing SEO for Online Visibility and Leads

(vLearn Programme)

SEO

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CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

vLearn
HKPC Virtual Learning

Boost your online visibility and attract more customers! Learn essential SEO strategies to improve your website's ranking on Google. Master keyword research and optimisation to grow your business.

Programme Code	10017879-05
Programme Duration	56 minutes (Valid until December 2027)
Platform	HKPC Academy vLearn
Medium	Cantonese and Putonghua version (with English and Chinese subtitles)
Course Fee	HK\$100 (with 9 vLearn programs for free)
Certificate Award	A *Certificate of Accomplishment will be awarded to participants who have completed the course

*Only English version of Certificate of Accomplishment is provided

Training Objectives

- Understand the basics of Search Engine Optimisation (SEO) and its role in enhancing business visibility online
- Learn essential SEO strategies to improve website rankings and attract more customers
- Apply SEO techniques through practical case studies

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Course Outline

1. Introduction to SEO

- Definition and importance of SEO for business growth
- How search engines (e.g., Google) rank websites
- Benefits of enhanced SEO: increased traffic, brand awareness, and conversions
- Case studies of boosting online orders through improved online visibility

2. Keyword Research and Content Optimisation

- Importance of keywords as the foundation of SEO
- Overview of keyword research tools (e.g., Google Keyword Planner)
- Tips for selecting and optimising keywords in website content
- Case studies of driving website traffic to targeted buyers

3. On-Page and Off-Page SEO Basics

- On-page SEO: Optimising titles, meta descriptions, and headers
- Off-page SEO: Importance of backlinks and how to earn them
- Balancing user experience with SEO best practices
- Case studies

4. Tracking and Improving SEO Results

- Tools to monitor SEO performance (e.g., Google Analytics, Google Search Console)
- Tips to analyse and refine SEO strategies
- Case studies

Enrolment Method

Scan the QR code to complete the enrolment
and payment online.



<http://u.hkpc.org/b3X>



Course Title	Learning Objective/Outcomes	Duration
Agile Project Management	- Differentiate between Waterfall and Agile Project Management, noting their pros and cons - Examine the rise and uses of Agile Project Management - Uncover Agile Project Management's significance, mindset, and team structure - Inspire "Empathy" and "Innovation" in Agile Project Management implementation	Around 60 minutes divided into several learning sessions
Customer Centric Marketing: From User Interface to User Experience	- Define good customer experience - Explore the importance of Customer Experience in the Experience Economy - Learn about 4P, 4C, and 4E in marketing and their relationships - Differentiate User Experience (UX), User Interface (UI), and Customer Experience (CX) - Define good UX and the Design Thinking Process	Around 60 minutes divided into several learning sessions
Cyber Security Essentials	- Stay updated on cybersecurity news and trends - Learn about internet security measures to safeguard digital assets - Recognise and prevent phishing attacks - Understand preventive measures to counter cyber threats	Around 60 minutes divided into several learning sessions
ESG in Business Applications	- ESG definition and worldwide/local trends - Impact of global climate change on business sustainability - Implementation of sustainable practices in your company - Employee contributions to company sustainability goals	Around 60 minutes divided into several learning sessions
Understand Artificial Intelligence (AI)	- Gain a foundational understanding of the core technology – AI and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 54 minutes divided into several learning sessions
Understand Blockchain Technologies	- Gain a foundational understanding of the core technology – Blockchain and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 53 minutes divided into several learning sessions
Understand Cloud Computing	- Gain a foundational understanding of the core technology – Cloud and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 50 minutes divided into several learning sessions
Understand Big Data and Data Analytics	- Gain a foundational understanding of the core technology – Big Data and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 60 minutes divided into several learning sessions
AI Gym	- Understand the basic concept of AI Gym - Learn about the AI principles for effectively prompting - Apply the AI framework to make a PowerPoint Presentation	Around 22 minutes