

## Professional Certificate in Search Engine Marketing (90 hrs)

65045C

This course provides an in-depth training for practitioners to achieve better marketing campaign results in the search engine platform. It aims to enhance professionals' ability to build effective search marketing strategies, master the web analytic tools, develop search engine optimization plan, apply the knowledge and technologies of web 2.0 to market website.

Professional Certificate in Search Engine Marketing is recognized under the QF (QF Level 4, QR Registration No.11/001541/4, Registration Validity Period: 01/09/2011-31/08/2016)



Successful completion of this course and the other 2 Professional Certificate courses (*Professional Diploma in Online Advertising, and Professional Diploma in Digital Marketing*) will contribute to the award of the *Professional Diploma in Strategic Online Advertising*.

### Course Outline

1. Introduction to Search Engine Marketing (30 hrs) Module Code DDP4122Y
  - Basic concepts and principles of search engine marketing
  - Basic concepts and principles of search engine optimization
  - Building for Powerful Search Engine Marketing
  - Best Practice for Search Engine Marketing
2. Website Optimization Strategy (30 hrs) Module Code DDP4126Y
  - Concepts and Principles of Search
  - Effective keywords research, page content and SEO copywriting skills
  - Utilization of Social Media Optimization to enhance SEO
  - Best Practice for Search Engine Optimization
3. Search Engine Optimization (SEO) Techniques (30 hrs) Module Code DDP4151Y
  - Advanced Keyword Research Strategies
  - Site SEO – Must have on-page and off-page SEO elements
  - Measurement, Analysis and Optimization
  - Best Practice: Developing an SEO-Friendly Website

Duration: 90 hrs

Fees

Full Course: \$13,650 (90 hrs)

Single Module: \$5,000 (30 hrs)

Payment, Timetable & Venue: see TIMETABLE & FEES in [www.hkdi.edu.hk/peec](http://www.hkdi.edu.hk/peec)

### Minimum Entry Requirements

1. 5 HKCEE passes including English Language and Chinese Language (Level 2 or above), or equivalent, OR
2. At least two years relevant work experience for mature applicant aged 23 or above.

### Enquiry

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