

Become an SEO Professional

Online SEO Course

- Online Course 6 Modules Video Format

Lifetime Access to this course

www.jederagency.com



Jeder Agency

Who we are

Jeder Agency is an SEO & website design company based in Nairobi, Kenya where we provide these services and more to clients who are looking to leverage the ever-growing digital economy.

We created this course as the need for SEO professionals across Africa and the globe is growing rapidly. The course is up to date and uses techniques and principles that have been used by some of the biggest organizations as well as small enterprises that are successful in this digital age.

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Who is this course for?

- Corporates looking to elevate in-house talent by providing this course to their interns or digital marketing professionals
- Digital marketers who want to add SEO as a skill and have a different element to what they offer
- Any individual looking to start a new career in SEO or digital marketing

By taking this course, you increase your chances of getting digital jobs and if already employed, the course adds to your skillset and increases your professional value to the organization.



Why SEO?

SEO is one of the top 3 digital skills required by companies today.

The ability to increase awareness and revenue for a company is a valuable skill to have.

With this course, you will learn SEO principles and techniques that have been used by some of the biggest brands in Africa and beyond.

As online users turn to search engines to find information, you want your business or company to be easily found by users looking for services or products that you provide.

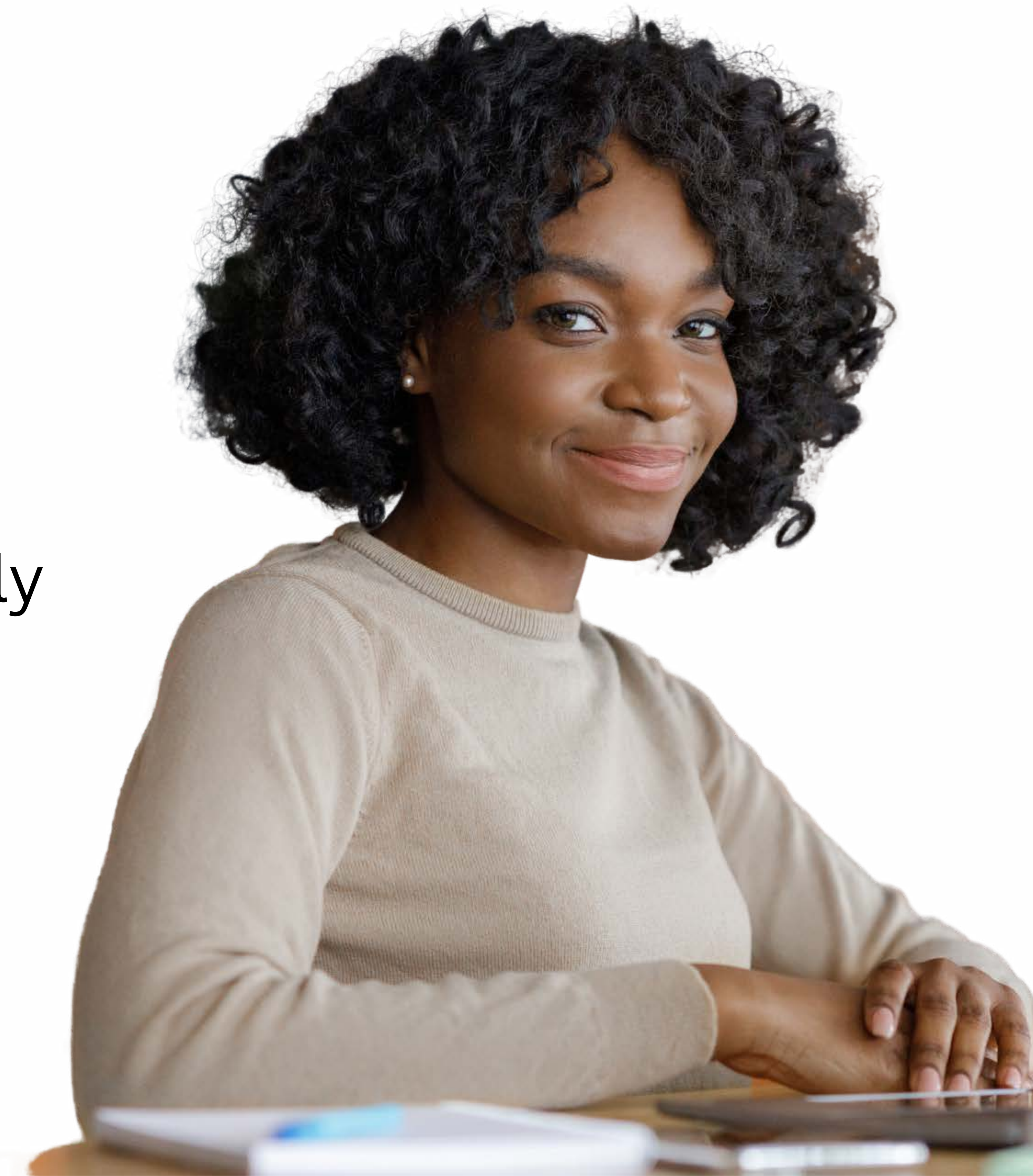
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What is the learning outcome?

By the end of this course, you will be able to:

- Become an industry authority on SEO
- Understand how search engines such as Google work
- Develop and implement an iterative SEO strategy using the PROPEL model
- Understand how to have a high converting website that is optimised
- Improve the search rank of your company website and in turn increase awareness and conversions
- Learn how to develop, distribute and use content effectively
- **We will go through case studies for you to see how SEO is being used in the real world**



Modules

The following are the topics we will cover in this course:

- Introduction to SEO
- Keyword Research
- Types of SEO
- Paid Search (SEM)
- Search Analytics
- Developing an SEO strategy



Introduction To SEO

In this module, we shall discuss what SEO is and why its important to have and implement an SEO strategy for the digital marketing success of your business or company.

Some of the sub topics include:

- How SEO works
- Search Engines & Search Engine Results Page (SERP)
- Google Algorithms
- History of Google
- Ranking factors
- How long it takes to rank on the first page of the SERP and more



Keyword Research

Keyword research is the process of identifying what phrases are being used by your target audience. The purpose of this is to ensure that you use these terms on your digital assets to increase your visibility.

But how do you perform keyword research? This is the main question we shall discuss in this module. We will look at:

- Conducting keyword research
- Keyword research tools
- Types of keywords
- How to categorize keywords
- How to efficiently use keywords to rank higher
- And much more



Types of Search Engine Optimzation

What are the different pillars or types of SEO? We will discuss the following:

- Local SEO
- Global SEO
- On-page SEO
- Off-page SEO
- Technical SEO
- Link building
- Digital PR

These will be discussed in-depth as we look at how to effectively and efficiently implement these types of SEO to help your website rank better.

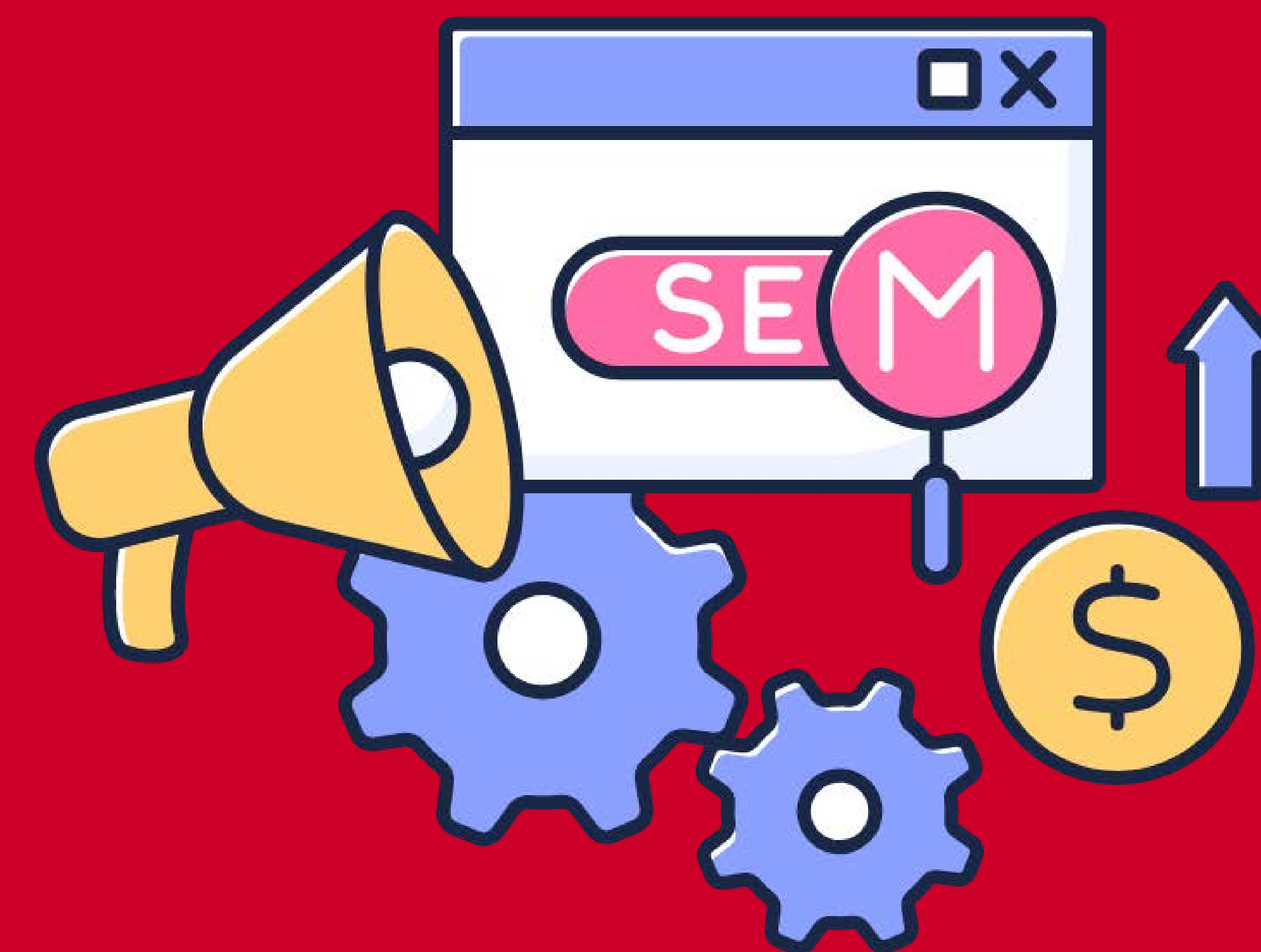


Paid Search (SEM)

SEM or Search Engine Marketing or Search Engine Advertising is the 'paid' version of SEO. What does this mean?

In SEM, we promote website pages on search engines. This is done through paying search engines such as Google to showcase your site or URL among the first results a user sees when they search for a product/service that you want to rank for.

SEM is an important aspect of a successful SEO strategy as it is a great way of creating awareness of your company.



Search Analytics

What is not measured cannot be improved.
Therefore, we need to measure our SEO efforts.

This is done through using tools as well as observation.

In this module, we will discuss what tools to use and how often you should measure results. We will also look at how to improve what is not working in a manner that does not affect the entire SEO plan.

We will look at the following tools:

- Google Analytics
- Google Search Console
- Page Insights by Google
- And more

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Developing an SEO Strategy

Without a strategy or a plan, how can we know whether we are achieving goals or objectives?

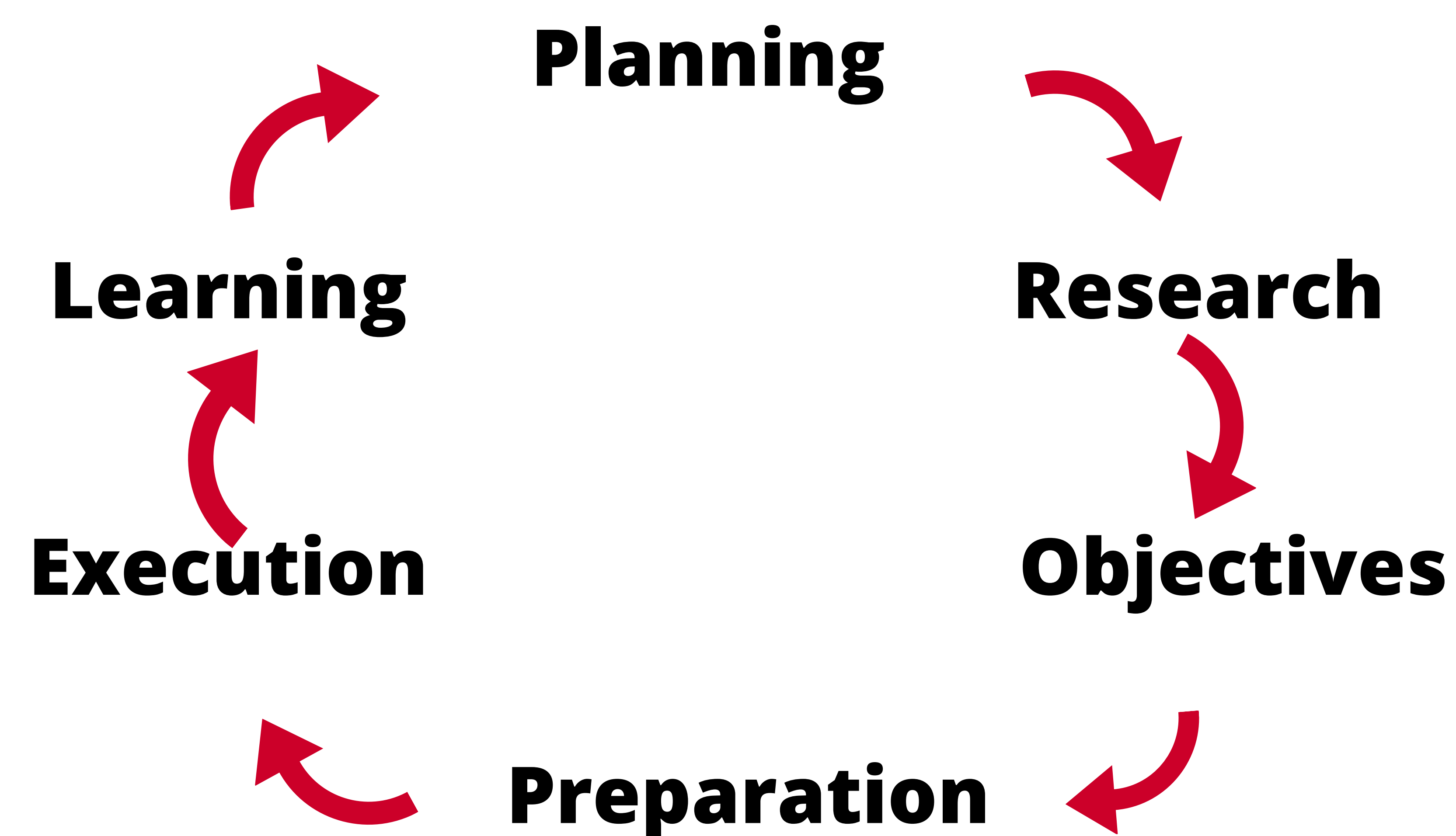
We shall use the PROPEL strategy development model to come up with an extensive SEO plan.

This module is one of the most important ones as it will guide how SEO is implemented.

With this plan, any SEO agency or freelancer can fully understand the goals and objectives of a company when it comes to SEO.



Developing an SEO Strategy



This is the iterative model that we will use to develop a working SEO plan. With this plan, objectives, KPIs, budgets and more will be clearer as you get closer to achieving your digital goals.

Some Statistics

- Just 0.83% of Clicks go to Websites on Page 2 of Google. This means that being on page 1 is a priority if you want to leverage online marketing (Safari Digital)
- 97% of consumers research a company via the internet. The more reason you need to be easily found (Safari Digital)
- 39% - The percentage of purchasers who were influenced by a relevant search. (Google)



Some Statistics

- 88% Of Consumers Trust Online Reviews As Much As Personal Recommendations - (BrightLocal)
- 50% Of Mobile Users Prefer A Mobile Browser To A Mobile App - (Search Engine Land)
- Google has a market share of 96.8% in Africa
- 78.05% of the African market uses Facebook. This is important to see what social media platforms to combine with your SEO strategy.



Mode of learning

The course will be delivered 100% online. All the videos are recorded and progress is self-paced.

The student will have access to their dashboard through our website, www.jederagency.com, where they can log in at any time and anywhere to progress with the course.

One can access the course through desktop, mobile or tablet.

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