



# SEARCH ENGINE OPTIMISATION STRATEGIES & GOOGLE MARKETING WORKSHOP

**ORGANISED BY**

**ELITE EDGE TRAINING (202403112918 (LA0067857-X))**

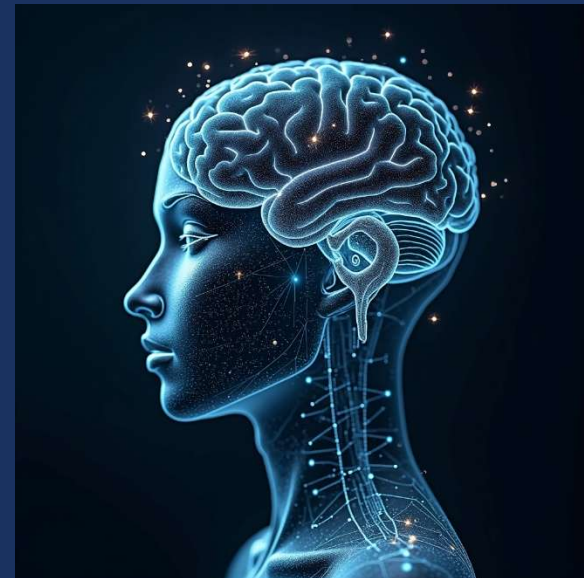
**(HRD CORP REGISTERED TRAINING PROVIDER)**

**LEVEL 23-1, PREMIER SUITE, ONE MONT KIARA NO 1,**

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# BACKGROUND

Mastering Search Engine Optimisation (SEO) is crucial for businesses aiming to enhance their online presence, attract more visitors and increase sales. SEO is also a great way for companies to get traffic at zero cost. SEO is especially important when using Google For Business tools as Google select websites to feature based on its SEO ratings.

In this 2 days workshop, participants will gain on the overview and important concepts and tools that can be utilised to improve their SEO settings/rankings. They also will learn essential Google Tools for Business. This training focuses on free tools and fundamental strategies to create a strong foundation for successful SEO and Google marketing. Through simple explanations, hands-on activities, and real-world examples, participants will gain the confidence and skills needed to navigate these platforms and drive sales effectively.

# WHO SHOULD ATTEND?

This workshop is designed for:

- Sales and Marketing team
- Other employees who would like to upskill themselves.
- Participants should preferably be able to commit for whole session as this is hands-on practical workshop.



# LEARNING OUTCOME

By the end of the program, participants will:

- ✓ Understand the fundamentals of Search Engine Optimisation.
- ✓ Know the difference of on-page and off-page SEO.
- ✓ Utilise available SEO and Google tools for marketing efforts.
- ✓ Design content that will help in increasing the ranking and visibility of the platforms used.
- ✓ Conduct competitor analysis and analyse performance.
- ✓ Understand the rules in SEO.
- ✓ Utilise Google Tools to enhance business efficiency.

# PROPOSED SCHEDULE

TIME	DAY 1	DAY 2
10am	Opening / Introduction	Recap Day 1
10.30am	Module 1: SEO Fundamentals	Module 7: Google Tools for Businesses
11.15am	Module 2: On Page vs Off Page SEO	Module 8: Google Tools for Collaboration
12pm	Module 3: Quick SEO Audit	Module 9: Get Your Business on Google
1pm	<i>LUNCH</i>	<i>LUNCH</i>
2pm	Module 4: Keyword Essentials	Module 10: YouTube Marketing
2.45pm	Module 5: Google Tools for SEO	Module 11: Google Ai Tools
3.30pm	<i>Tea Break</i>	<i>Tea Break</i>
4pm	Module 6: SEO Strategies for Content Creation	Module 12: Google Ads
6pm	<i>Day 1 Ends</i>	<i>Feedback / End</i>

# WORKSHOP – DAY 1

## DAY 1

### ❖ **Module 1: SEO Fundamentals**

- What is SEO
- Understand How Search Engine Work
- Key SEO Terminology
- Black Hat vs White Hat SEO

### ❖ **Module 2: On Page vs Off Page SEO**

- Differences between On Page and Off Page SEO
- On Page SEO Strategies (Title tags and meta descriptions, Headings, keyword placement etc)
- Off Page SEO Strategies (Link building strategies, etc)

### ❖ **Module 3: Quick SEO Audit**

- Conducting an SEO audit
- Continuous improvement through SEO analysis

### ❖ **Module 4: Keyword Essentials**

- Understanding keyword intent
- Grouping and categorizing keywords
- Tracking keyword performance

### ❖ **Module 5: Google Tools for SEO**

- Introduction to Google Search Console
- Using Google Analytics for SEO
- Google Page Speed Insights
- Google Trends for demand analysis

### ❖ **Module 6: SEO Strategies for Content Creation**

- Content marketing and SEO
- Developing a content calendar
- Creating evergreen content
- Measuring content performance

# ❖ WORKSHOP – DAY 2

## DAY 2

### ❖ **Module 7: Google Tools for Business**

- Introduction to Google for Small Business resources

### ❖ **Module 8: Google Tools for Collaboration**

- Google Workspace
- Google Keep
- Google Form

### ❖ **Module 9: Get Your Business on Google**

- Overview of Google Business Profile
- Set up presence on Google Business Profile

### ❖ **Module 10: YouTube Marketing**

- Importance of videos
- Optimizing video titles, descriptions, and tags
- Setup YouTube channel
- Video content strategies for better SEO

### ❖ **Module 11: Google Ai Tools**

- Exploring Google Ai tools for small business
- Google Gemini

### ❖ **Module 12: Google Ads**

- Overview of Google Ads
- Different types of ads
- Create your own ads

# ABOUT THE TRAINER

## NURUL-HUDA MOHAMED AFANDI



***FCA (Aust), CISA  
(ISACA), B. Com  
(UniMelbourne)***

**HRDC Certified &  
Accredited Trainer |  
MDEC eUsahawan  
Master Trainer |  
Facebook Blueprint  
Lead Trainer**

Nurul is a Fellow Chartered Accountant (Australia), a Certified Information Systems Auditor (CISA), and a University of Melbourne graduate. She began her career in KPMG Information Risk Management, before moving to PETRONAS Group Internal Audit. She also served as Audit Committee of Malaysian Government Officers Cooperatives 2013-2014. Freelance trainer which provides training and consultancy for Government Agencies, SMEs, and Start-Ups specializing in IT projects, Digital Marketing and Sustainability.

Her journey in digital marketing began since year 2006 and began training in 2011. She has trained over 6,500 Malaysians in digital marketing and other topics. She also trained retrenched workers and unemployed under SOCSO program and PENJANA HRDF on Facebook Certified Digital Marketing Associate certification, as well as unemployed graduates under the MBM PROKENS program. She has obtained numerous certifications such as HRD Corp Certified and Accredited Trainer; MDEC eUsahawan Master Trainer; Facebook Certified Digital Marketing Associate; pilot batch of Facebook Blueprint Certified Trainer in Malaysia; Google Mahir Trainer; MDEC SayaDigital Trainer; and Diploma in Digital Entrepreneurship. She was also appointed as a Presenter and Trainer for IR4WRD Foundation Program certified by Malaysia Productivity Corporation (MPC).

She volunteers her time to serve in NGOs and currently Chair of the JCI Malaysia Awards Judges Screening, Structure Review and Secretariat Committees. Previously she also served as the Malaysia Youth Council Vice President 2018-2022; Chartered Accountant Australia and New Zealand Regional Councilor 2020-2022; 2017 National President of JCI Malaysia; 2014 President of Commonwealth Alliance of Young Entrepreneurs Asia (CAYE-ASIA) and 2013 President of JCI Petaling Jaya.

Nurul is an award-winning trainer, recognized as the Top eUsahawan Trainer in 2021 (Highest Trained and Sales Reporting); Top 3 eUsahawan Master Trainer Award in April 2020; and JCI Inspiring Trainer Award (2018). In recognition of her years of voluntary service, she was awarded the prestigious Pingat Bakti Belia Selangor (2022), JCI Ten Outstanding Young Malaysian Award (2019), Anugerah Perdana Belia Negara (2015) by the Ministry of Youth and Sports, presented by the Prime Minister of Malaysia, Most Outstanding Local President of JCI Malaysia (2013), Most Outstanding Member at JCI Asia Pacific (2013), Most Outstanding Member of JCI PJ and JCI Malaysia (2012) and Most Outstanding Board of Director of JCI PJ (2011).



Participation Fee:

### **PHYSICAL SESSION**

**RM 2,088.00** per person (2days)

(Fees inclusive of certificate of attendance, welcome morning coffee, 2-tea break and 1-luncheon.)

### **REMOTE ONLINE SESSION**

**RM 1,888.00** per person (2days)

We have limited seats! Register Now!

To register, email to marketing department at [mytrain2@mytrainingmalaysia.com](mailto:mytrain2@mytrainingmalaysia.com)

Registration via online can be done thru our website at [www.eliteedge.com.my](http://www.eliteedge.com.my)

