The **Online**
Business Academy

Master SEO and **Dominate Search Rankings**

Study an **Certificate in SEO** with

The Online Business Academy

SEMRUSH   MOZ   Google Search Console   Analytics

- ✓ Gain in-demand, future-proof skills that employers value

- ✓ Study at your own pace, on your own schedule

- ✓ Learn from industry experts and experienced educators

- ✓ Real-world outcomes that lead to career advancement

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Welcome To The Online Business Academy

94%

of our graduates reported that their education at The Online Business Academy equipped them with valuable skills that they could apply in their professional careers.

96%

of our graduates say that The Online Business Academy provided them with up-to-date and industry relevant skills.

At The Online Business Academy, your career advancement is at the heart of our mission. We've reshaped online learning with a personalised touch, offering exclusive 1-on-1 Zoom classes that bring the expertise of industry leaders and education specialists directly to you. Our world-class platform is meticulously crafted around your needs, ensuring that you receive undivided attention and tailored support to excel in your chosen field.

Our courses are carefully curated to ensure they are relevant, up-to-date, and practical, with a strong emphasis on real-world applications. We offer a wide range of courses across various industries, including accounting, bookkeeping, business, graphic design, video editing and digital marketing, web development, and more. All of our courses include assessments such as quizzes, assignments, and exams to measure your progress and provide you with valuable feedback.

We understand that life can be busy, which is why we offer a flexible approach to learning. Our online courses allow you to study when, where, and how you want, with no schedules, classrooms, or due dates to worry about. We also offer a range of support services, including access to a Career Centre, where you can get help with CV preparation, job search strategies, and interview skills.

A New Way To **Learn**

The Online Business Academy brings you a bespoke educational experience tailored through personalised 1-on-1 Zoom sessions. Engage in courses meticulously designed to put your individual learning needs in the spotlight, ensuring that every interaction with our expert mentors is focused solely on your educational journey and success.

Immerse yourself in a structured yet flexible curriculum, with the freedom to delve deeply into your studies and emerge with confidence. With us, you're not just learning; you're shaping your future, one personalised lesson at a time.

#42

We provide 42 high-quality courses curated by leading industry professionals.

Why Choose The Online Business Academy

Choose the Online Business Academy for tailored 1-on-1 learning with industry experts, designed for focused support and a personalised path to your success.

Industry Leading Courses

We're proud to offer industry-relevant courses designed by experienced professionals to equip graduates with the skills and knowledge needed for success.

Superior Support

We offer superior support to students like you with 1-on-1 expert tutor guidance and a range of resources to help you succeed in your learning journey.

Real Outcomes

We are committed to providing real outcomes by equipping students just like you with skills, knowledge and confidence to succeed in the workforce.

Digital Marketing Courses

Certificate in SEO

Unlock the power of search engine optimization (SEO) and start ranking any website at the top of Google with our comprehensive course. Designed by SEO experts, this step-by-step program covers the fundamentals of SEO and provides practical, real-world examples to help you master the skills needed to achieve top rankings. From keyword research to on-page optimization and link building, you'll learn the latest tools and techniques used by industry professionals to drive traffic and increase visibility for your website.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Understand the key components of on-page and off-page SEO and how they impact search engine rankings.

- Identify and analyze relevant keywords for your website and develop a strategy for optimizing content around those keywords.

- Implement technical SEO best practices, including optimizing website structure and navigation, meta tags, and schema markup.

- Utilize tools such as Google Analytics and Google Search Console to track and analyze website performance and identify areas for improvement.

- Develop a link-building strategy to improve website authority and increase traffic.

Module 01   Introduction to SEO

The Introduction to SEO module is a crucial part of any digital marketing education as it covers the basics of search engine optimization (SEO). This module provides a comprehensive overview of what SEO is, how it works, and why it is important for online businesses. It will introduce students to the fundamental concepts of SEO, such as keyword research, on-page optimization, technical optimization, and link building. Students will also gain an understanding of how search engines work, how they crawl and index web pages, and how they determine the relevance and authority of a website. This module is an excellent starting point for anyone who wants to learn more about SEO and how to optimize their website for search engines.

Module 02   Fundamental Principles of SEO

In this module, students will be introduced to the fundamental principles of search engine optimization (SEO) and its importance in the digital marketing landscape. The module will explore some common misconceptions about SEO, such as the belief that it is a one-time task or that it involves tricking search engines into ranking a website higher. Students will also be introduced to the two key elements that make up an effective SEO campaign: on-page optimization and off-page optimization. On-page optimization refers to the strategies and techniques used to optimize the content and structure of a website, such as optimizing page titles, meta descriptions, and content for keywords and user experience. Off-page optimization, on the other hand, involves activities that take place outside of the website, such as link building and social media marketing, to increase the website's authority and reputation. The module aims to provide students with a foundational understanding of SEO and its importance in driving organic traffic and achieving online visibility.

Module 03   Keyword Research

The Keyword Research module focuses on the essential role of keywords in SEO and covers various aspects of keyword research. Students will understand the significance of different types of keywords, how to conduct keyword research, and tools and techniques to evaluate keyword difficulty and find additional keywords. The module emphasizes the importance of organizing keywords and validating them using Google Trends to ensure that the selected keywords align with the website's goals and target audience.
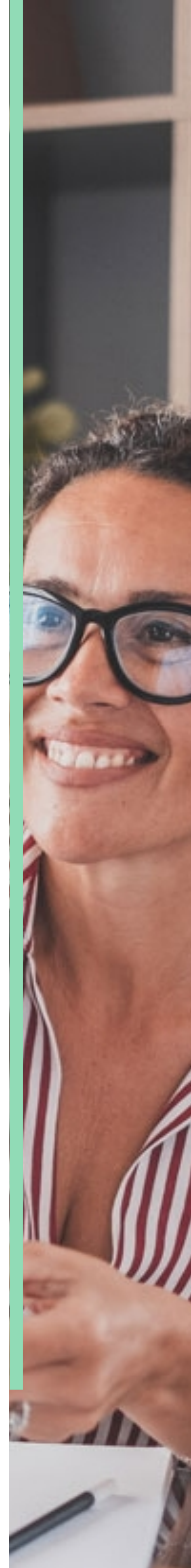
## Module 04   Creating Content For Your Website

The Creating Content For Your Website module in the Certificate in SEO course delves into the significance of content in SEO and how to develop effective content for your website. This module emphasizes the importance of generating content ideas that align with your target audience's interests and behaviors. It covers the best practices for creating content that can rank well in search engines, such as using descriptive headlines and incorporating relevant keywords. The module also stresses the importance of regularly publishing fresh content to improve your website's search engine rankings. Additionally, learners will gain insights on the ideal length of content for SEO purposes and how to optimize content for mobile devices.

Module 05   On-Page SEO

On-page optimization is a critical aspect of SEO and this module is designed to provide an in-depth understanding of its importance. The module will cover the three pillars of on-page optimization which include content, HTML structure, and site architecture. You will learn about the best practices for optimizing each of these pillars, including how to create high-quality and keyword-rich content, write effective title tags and meta descriptions, and optimize header tags. Additionally, the module will cover advanced tactics such as optimizing images with alt tags, implementing internal linking strategies, and ensuring website load speed. By the end of the module, students will have a comprehensive understanding of the key elements of on-page SEO and how to implement them to improve their website's ranking in search engine results pages.

Module 06   Off-Page SEO - Link Building

The Off-Page SEO - Link Building module is an essential part of the Certificate in SEO course. This module focuses on the importance of link building and how it affects the visibility and ranking of a website in search engine results pages. The module covers various topics such as the concept of backlinks, its types, and the significance of anchor text. It also includes techniques to identify existing backlinks and determine the quality of those backlinks. The module provides insight into various link building strategies such as guest posting, competitor analysis, forums, broken links, and social profiles. By the end of this module, students will have a better understanding of how to develop a strong link building strategy to improve their website's ranking in search engine results pages.
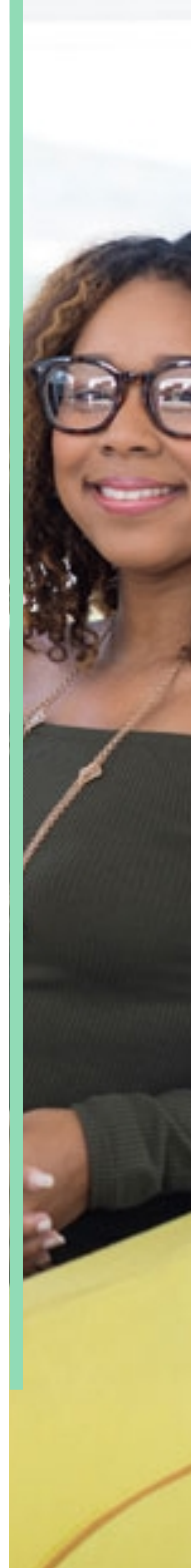
Module 07   Technical SEO

The Technical SEO module is an important component of the Certificate in SEO course as it delves into the technical aspects of optimizing a website for search engines. It covers topics such as the difference between HTTP and HTTPS protocols, and how to set up Google Search Console and Analytics to monitor website performance. XML sitemaps, duplicate content, 404 pages, and 301 redirects are also covered in detail. Additionally, the module explores advanced technical SEO concepts such as keyword cannibalization and schema markup. By the end of the module, students will have a better understanding of how to optimize their website's technical aspects to improve search engine performance, enhance user experience, and increase website traffic.

Module 08   Speeding Up Your WordPress Website

In today's digital age, website speed plays a crucial role in SEO, user experience, and online success. Slow-loading websites can lead to higher bounce rates, lower conversions, and decreased search engine rankings. This module focuses on the importance of website speed in SEO and how to improve the speed of a WordPress website. The module covers topics such as website speed optimization techniques, such as optimizing images, leveraging caching and minification, reducing server response time, and implementing a content delivery network (CDN). The module also delves into the role of web hosting and servers in website speed and how to choose a fast and reliable web host. Additionally, you will learn about various website speed optimization tools that can be used to analyze website speed and performance, such as Google PageSpeed Insights, GTmetrix, and Pingdom.

Module 09   User Experience

User Experience (UX) is a critical aspect of SEO as it directly affects how users interact with your website and how they perceive its value. This module explains the importance of UX in SEO and provides practical tips for enhancing your website's UX. You will learn about the key elements that impact UX, such as website design, navigation, mobile-friendliness, page speed, and accessibility. Additionally, you will discover how to measure and track user metrics such as organic click-through rate (CTR), dwell time, and bounce rate, and how these metrics can impact your website's search engine rankings. By the end of this module, you will have a better understanding of how to optimize your website's UX for improved SEO performance.
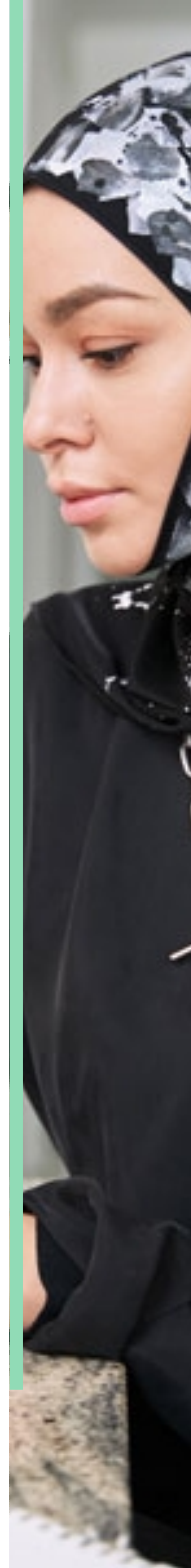
Module 10   Negative SEO

Negative SEO is the practice of using unethical and manipulative tactics to harm a competitor's search engine rankings. In this module, you will learn about the different types of Negative SEO tactics, such as link spamming, content scraping, and negative reviews. You will also learn how to identify if your website is under attack by monitoring your backlink profile, website traffic, and search engine rankings. Additionally, you will learn how to protect your website from Negative SEO by disavowing harmful backlinks, securing your website from hacking and malware, and monitoring your website regularly for any suspicious activity. By the end of the module, you will have a better understanding of Negative SEO and be equipped with the necessary knowledge to protect your website from such practices.

Module 11   Google Algorithms

The module Google Algorithms is an essential part of any SEO training program. In this module, students will get an in-depth understanding of the different algorithm updates that Google has released over the years. It will cover major updates such as Panda, Penguin, Hummingbird, RankBrain, and more recent updates like BERT. The module will explain how these updates have affected SEO practices and what webmasters can do to stay ahead of the curve. For example, the Panda update focused on thin and low-quality content, while Penguin targeted websites with spammy backlinks. Hummingbird introduced the concept of semantic search, and RankBrain is Google's AI-based algorithm that focuses on understanding search queries better. By the end of the module, students will have a comprehensive understanding of the various algorithm updates and how to optimize their website to stay up-to-date with the latest changes.

Module 12   Measuring Your SEO Campaign

The Measuring Your SEO Campaign module in the Certificate in SEO course is a crucial component of the course, as it teaches learners how to determine the effectiveness of their SEO strategies. The module covers a range of tools and techniques that can be used to measure the success of an SEO campaign, such as tracking website rankings, monitoring backlinks, and analyzing website traffic. Additionally, learners will gain an understanding of how to set up goals and E-commerce tracking in Google Analytics, which can be used to measure the success of specific marketing campaigns and conversions.
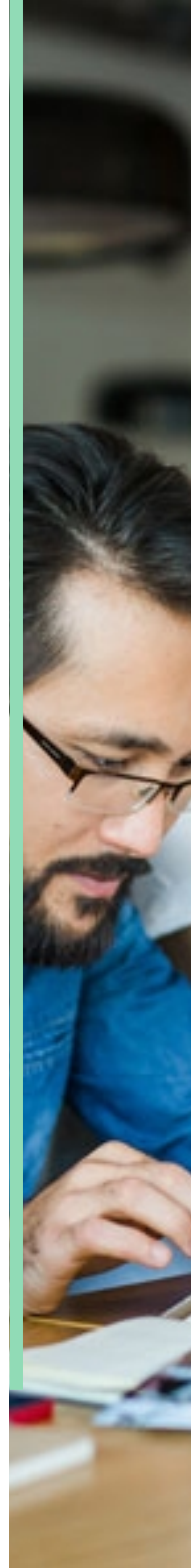
Module 13   Manual SEO Audits

The Manual SEO Audit module in the Certificate in SEO course is designed to teach students the essential principles of conducting a comprehensive SEO audit manually. An SEO audit is a critical process of analyzing a website's structure and content to identify areas for improvement and optimization. The module covers the key elements of an SEO audit, such as website crawling, URL optimization, page titles, meta descriptions, heading tags, and website architecture. Additionally, the module includes best practices for conducting an SEO audit and provides guidance on how to create a comprehensive SEO audit report that includes actionable recommendations for improving website performance. By the end of this module, students will have a solid understanding of the SEO audit process and the skills necessary to conduct a manual SEO audit on their website or their clients' websites.

Module 14   Setting up an SEO Agency

The module on Setting up an SEO Agency is designed to provide students with an understanding of the fundamentals of starting and running an SEO agency. The module covers the essential components of setting up an agency, such as defining your target audience, creating a business plan, and developing a marketing strategy. The module also covers how to attract clients, including strategies for lead generation, creating a strong online presence, and developing a portfolio of successful SEO campaigns. Additionally, the module provides guidance on how to onboard clients effectively, including the development of an onboarding process and client communication plan. Other topics covered include pricing structures, client reporting, and developing a team of SEO experts. By the end of this module, students will have a solid understanding of what it takes to start and run a successful SEO agency.
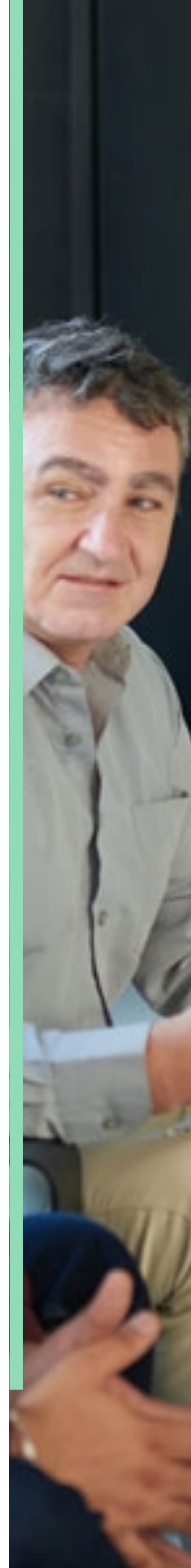
We'll Help You **Find a Job**

At The Online Business Academy, we are dedicated to supporting you on your journey to success. We are confident that by leveraging the resources and connections offered by our Career Centre, you will build valuable networks and gain the confidence needed to secure a new job or promotion.

Receive a Free CV Review From The Experts at Resume Hub

By partnering with Resume Hub, we provide all our students with an added advantage in their job search. Upon enrolment, our students receive a complimentary comprehensive CV review from expert professionals, ensuring they have the best chance for success in their career.

What You'll Get With Our Career Centre

- Access to professional CV templates to update your current CV

- Complimentary personalized CV review with feedback to make your CV stand out

- Job tips and resources, including a clear five-step job success process

- Industry-relevant advice to stay up-to-date with the latest industry trends and requirements.

★★★★★

Very friendly and helpful stuff

They responded very quickly to my initial enquiry. The consultant gave me very helpful advice on which course would be right for me. The follow up was really great too. Helpful but not too pushy. Getting registered was quick and easy too.

Julie N.
Certificate in Xero

What Our Students Say

Google

Reviews ★★★★★

We pride ourselves in delivering an excellent education experience. See what our students have to say:

★★★★★

Maria R.
Certificate in Adobe Photoshop

Exceptional Learning Experience

I had a great experience with the Online Business Academy! The course content was well-structured and easy to follow. The assessments helped me understand the concepts better and the feedback provided was valuable. I'm grateful for the flexible learning schedule that allowed me to study at my own pace. I would highly recommend this academy to anyone looking for a quality learning experience.

★★★★★

Sarah T.
Certificate in Microsoft Word

Practical, Relevant and Fun!

I recently completed a Microsoft Word course with the Online Business Academy, and I loved it! The course was practical, relevant, and fun. The online platform was user-friendly, and the support from the academy team was exceptional. The assessments were challenging yet enjoyable, and I learned a lot from the feedback provided.

★★★★★

Mark J.
Digital Marketing Bootcamp

Changed my Career Trajectory!

I joined the Online Business Academy to upskill in digital marketing, and it was the best decision I made for my career. The course content was comprehensive and up-to-date, and the assessments were challenging and relevant. The Career Centre helped me prepare a strong CV and provided valuable advice on job search strategies. The skills I learned from this academy have changed my career trajectory, and I'm grateful for the team over at the Online Business Academy.

Start Upskilling Today!

Follow our easy 4-step enrolment process - it only takes a few minutes to get started today!

1. Click on 'Get Started Now'

2. Proceed to payment

3. Receive login details

4. Start Learning!

Get Started Now, Click Here →