



NZIE

**7 WEEK
ONLINE**

course

SEARCH ENGINE OPTIMISATION STRATEGY

**CERTIFICATE IN
SEO STRATEGY
(LEVEL 5)**

**12-MONTH
STRATEGY PLAN
TO BOOST
TRAFFIC**



Actionable • Industry-Endorsed • Short Course

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Hello, we are:
Your industry-focused

ONLINE DIGITAL MARKETING SCHOOL



OUR DIGITAL
WORLD IS
CONSTANTLY
EVOLVING



Let us help you stay up-to-date and relevant in the online space

The Digital Marketing industry is buzzing with a realm of exciting possibilities.

Within that comes opportunities to adapt and innovate.

As a result, modern professionals and business owners are expected to understand how all the different skills of SEO work together in order to develop a clear strategy to improve their marketing game.

Enter NZIE's NZQA-approved Micro-Credential SEO course

Our course curriculum addresses this exact skill gap. Taught and delivered by an NZIE tutor-led expert 100% online.

We are so excited to be leading the way for upskilling professionals, marketers, freelancers and business owners.

If you take the leap, we'll give you the practical skills you need to hit the ground running.

WE'RE CONNECTING

INDUSTRY EXPERTISE

INDUSTRY &
IN-DEMAND SKILLS
WITH EDUCATION

Apply now



WE'RE **100% COMMITTED** YOUR INDIVIDUALL SUCCESS

Upskilling you with industry-relevant expertise

THINK OF NZIE'S SEO CERTIFICATION AS YOUR



Your ticket to a 7-week course, where you'll learn the exact steps on how to scope out an SEO audit to develop a 12-month SEO strategy plan.

Your tutor-led expert Nicolas brings a wealth of industry experience with a track record spanning over the last 6 years.

If you'd like to learn from the expertise of SEO strategist and Tutor Nicolas and gain practical industry knowledge and experience, then this certification is for you!

Sign up today for a value-packed 7-week SEO Strategy short course.

**WHY DO
YOU NEED**

SEO SKILLS?



EFFECTIVE SEO IS A HIGHLY VALUABLE BUSINESS GROWTH TOOL

Upskilling in SEO will help you understand how and where you appear online and how to target your gaps in SEO.

ACHIEVE ONLINE SUCCESS

SEO is incredibly important for your online success because it affects everything from the number of website visitors to the total number of sales and revenue generated from your website visitors.

It plays an integral part in the digital marketing mix and is a missed opportunity if you're not investing time, resources and effort into improving your website visibility.

SEO IS CONSTANTLY EVOLVING

Search Engine Optimisation has evolved immensely over the years with algorithms' artificial intelligence becoming more advanced. Therefore proving that brands need to work harder to bridge the gap between website traffic and a return on investment.

Upskill to become an in-demand SEO professional that can change to game for businesses seeking more visibility and growth

SEO STRATEGY CAN RESULT IN:

A FEW DIRECT TAKEAWAYS OF WHAT IS POSSIBLE



BEING LESS RELIANT ON PAID ADS



Take the pressure off your need to continually pour a high ad spend into your paid ads campaigns by boosting your organic reach. Results generated from organic SEO marketing have more longevity than the impact of paid ad campaigns, which stop generating results as soon as you turn the ads off or burn out your ad budget. Save some of that money to invest towards an SEO strategy instead.

MORE CLICKS & EYE-BALLS FROM SEARCH ENGINES TO YOUR SITE

Ensuring your website is crawled and indexed correctly for search engines will boost your website views among the ever-increasing online competition. The higher you rank in results pages, the more visibility, brand awareness, clicks and traffic your site will generate.

IMPROVED LOCAL BUSINESS

A well-put-together SEO strategy can have you ranking locally (if that's where you'd like to appear and who you want to target) or even optimising to reach global and international audiences.



BETTER QUALITY TRAFFIC

SEO can ensure you're showing up where you want to be found. Meaning you can target better-quality traffic to your site.

MORE CONVERSIONS AND A HIGHER LEVEL OF PERCEIVED TRUST

People trust search engine results. Achieving a top spot on the results page, when users search for relevant keywords and phrases to your business, shows a user that your website is a credible source. Resulting in more targeted users finding you and more qualified conversions.



STRATEGY SUCCESS:



I undertook the 7 week micro-credential in SEO and it was fantastic. The amount of valuable information covered in such a short period of time was great (at times difficult, but great!!), and the course helped me to land a job as a digital marketer. Thanks NZIE!

Mia Sohnge
Graduate of SEO Micro-credential



Before I started, I felt stressed; Will I learn something from them? Thankfully, I found the structure was great. The professor is so nice; if I had any questions I could write an email, and he would reply quickly.



Caroline Cao
Graduate of SEO Micro-credential

**CAROLINE SAVED HER
WORKPLACE \$40K!**



NZIE 5-STAR GOOGLE REVIEWS

Read Caroline's Full Success Story



WHO SHOULD STUDY THIS SEO STRATEGY MICRO- CREDENTIAL?



Are you the right fit for our SEO course? Check out some profiles that are the perfect fit, but remember, the course is suitable for all walks of life!

MARKETING MANAGERS

You're in the marketing team and want to upskill in search engine optimisation by gaining formal training from a practical & applied based strategy short course.

WEBSITE DEVELOPER/DESIGNER

Become more sought after by learning how to optimise your website builds for search engines. Clients can rely on you for more than functionality and aesthetics.

SME/ECOM BUSINESS OWNER

You run your own business or have an ecommerce store. You'd like to learn how to create a successful SEO strategy that generates results that drive more conversions, sales & enquiries.

CONTENT MARKETER

You are a copy writer, blogger or content marketer who wants to combine technical SEO skills into your role to complement current skill set.

VIRTUAL ASSISTANT

You are passionate about professional development, and want to boost your skills in SEO strategy to implement in both yours and your clients businesses.

ANALYTICAL & TECHNICAL

If you've got an analytical mind and get excited when it comes to digital tech then chances are you would love SEO and the opportunities this industry has.

IN 7 WEEKS DEVELOP AN INSTANTLY IMPLEMENTABLE

12-MONTH STRATEGY PLAN IN SEARCH ENGINE OPTIMISATION FOR A WEBSITE

Implement your strategy with expert guidance, whilst learning with NZIE!



WEEK 1: WEBSITE ARCHITECTURE & SEARCH ENGINE ALGORITHMS

Get up to scratch with the ins and outs of different search engines and their algorithms. Then confidently assess your website's architecture from the lens of a Search Engine algorithm to inform a strategic plan.



WEEK 2: WEBSITE CRAWLABILITY & CONSTRUCTION DESIGN

Let's get technical by diving into technical SEO. From indexing and page rank to crawlability and web -site structure design.



WEEK 3: KEYWORD RESEARCH + KEYWORD PORTFOLIO

Keywords the word! Learn how to do your keyword research with industry-standard tools. Create a keyword portfolio to form your keyword strategy for an SEO campaign.



WEEK 4: ON-PAGE SEO OPPORTUNITIES

Learn what you can do to evaluate and improve your on-page SEO experience and website content. Come away with an on-page SEO audit optimisation plan.



WEEK 5: OFF-PAGE SEO STRATEGY

Benefit from learning about ethical practices with the inbound links of your website. Followed by an audit of your inbound links to benchmark your current off-page SEO strategy.



WEEK 6: FINAL REPORT & AUDIT

Combine all your audit findings to identify key obstacles and opportunities, then learn how to apply analytical tools to measure SEO performance.



WEEK 7: SEO STRATEGY PLAN

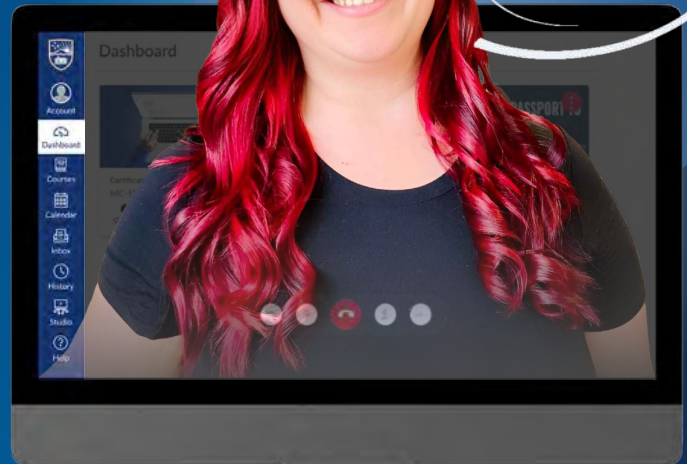
Using your obstacles and opportunities report, you'll develop and define a 12-month strategic SEO campaign plan.

WHO DO I LEARN FROM?

Your Tutor-Led EXPERT

Digital Marketing strategist specialising in Search Engine Optimisation, Search Engine Marketing and Social Media with a track record spanning over the last 15 years.

Michaela Laubscher



INDUSTRY EXPERIENCE

PASSIONATE TUTOR

Michaela is a Search Engine Optimisation (SEO) specialist, with a track record spanning over fifteen years. Michaela's path into SEO began with a creative twist – managing digital content for a London illustration agency - before venturing out on her own. As a consultant, she wore many digital hats - from website portfolios to blogs, email newsletters, and social media management.

Her journey continued in New Zealand, where she immersed in the Kiwi digital marketing scene. For the last two years, Michaela has held the Head of SEO title and discovered her passion for teaching and skill development.

She has joined NZIE to lead our SEO course, where she is dedicated to providing our students with a comprehensive understanding of SEO, and equipping them with the tools to make informed strategic decisions based on their unique business objectives, time, and budget.

100% ONLINE VIRTUAL CAMPUS

**FACILITATED
THROUGH DIGITAL TOOLS**



HOW DOES REMOTE LEARNING WORK?

Duration: 7 weeks

Delivery Mode: 100% online

Time Commitment: 10 hours per week

(4 hours directed learning with 6 hour self-directed). Weekly Timetable Breakdown:
Wednesday nights 6:30pm - 8:30pm Live classes with your SEO Tutor.

Learning Expectations:

You'll be required to attend the live classes through our online learning system, where you'll need solid internet connection to access.

We'll release the pre-class work for you to complete. This is to be completed before the next class on the following Wednesday. For the first week, you'll gain access after the first live lecture. This includes quizzes and activities that you'll need to complete to help build your winning SEO strategy over the 7 weeks.

6 hours self-directed learning can be done in your own time and will include working on your strategy (which doubles as your assessment submission to complete the course, completing readings and preparing for the live classes).

To gain entry into our Micro-Credential Programmes, students must meet the General Entry requirements and the English language requirements.

GENERAL ENTRY REQUIREMENTS:

Be employed or seeking employment in a small to medium businesses or organisation.

ENGLISH LANGUAGE ENTRY REQUIREMENTS

You will need to meet at least one of the three options below.

OPTION 1.

Successfully completed 3 years secondary education in English from one of the following countries: New Zealand, Australia, Canada, the Republic of Ireland, South Africa, the United Kingdom and the United States.

OPTION 2.

Successfully attained an IELTS score of 5.5 with no band below 5 **OR** an equivalent test.

OPTION 3.

Successfully completed an NZQA level 3 study, or equivalent, in any subject in English from one of the following countries: New Zealand, Australia, Canada, the Republic of Ireland, South Africa, the United Kingdom and the United States.

CODE OF PRACTICE FOR DOMESTICS STUDENTS

PASTORAL CARE OF DOMESTIC TERTIARY STUDENTS

Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021.

NZIE has agreed to observe and be bound by the Code published by the New Zealand Qualifications Authority.

Copies of the Code are available on request from NZIE or from the New Zealand Legislation website at: www.nzqa.govt.nz/providers-partners/domestic-code-of-practice/



NEW ZEALAND **QUALIFICATIONS** AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

NZIE is a Category 1 provider. Meaning that the New Zealand Qualification Authority (NZQA) is highly confident in the educational performance and capability in NZIE's self-assessment.

NZQA is a government department that sets the standards for courses and quality. NZIE complies with Ministry of Education data collection through a Single Data Return (SDR) sent every four months.

ARE YOU READY TO ENROL?

Get in touch with Phil, our Recruitment Advisor

Chat through any burning questions you may have and see if we're a right fit for your future career and digital marketing goals.

Book Video Call

