

# SEARCH ENGINE OPTIMIZATION & MARKETING

INTENSIVE  
PROGRAM



# OVERVIEW

SEO (search engine optimization) courses help you learn the ins and outs of ranking on the first page in Google and other search engines.

Understanding SEM (Search Engine Marketing) can help drive more traffic and ultimately more revenue for your business. When choosing a course, it's important to find one that offers timely information as best practices for search change frequently.

Whether you are going to do it yourself or you will be having someone do it for you, understanding SEO and SEM is critical for your business's success.

Throughout this program, participants will obtain the tools to oversee and even do their own SEO and SEM. You'll learn the secrets that can help you beat your competitors and get you to be Number 1 in your market

## COURSE STRUCTURE

Participants will receive instruction through online group zoom classes. They will also have access to all course tools and content including recordings of classes on an e-learning hub, allowing them to review anything they missed at their own convenience. Participants can also become part of our Facebook group community, giving them an open forum to ask questions to instructors and other business owners.



## COURSE HOURS

- Weekly 4 hr group zoom sessions for 4 consecutive weeks
- 2 Workshop sessions of 2 1/2 hours

**21 hrs of total instruction time over 1 month.**





SEO |



## WHO IS THIS PROGRAM FOR?

### BUSINESS OWNERS & MANAGERS

For small businesses specifically, SEO & SEM can be powerful tools to increase the traffic to your website. Many agencies and so called SEO experts will accept your money but do very little to get your business noticed. Whether you plan to manage it yourself or hire a third party, you as the business owner need to understand SEO enough to ask good questions and evaluate results for yourself.

### MARKETING PROFESSIONALS

Most modern marketing professionals are expected to have skills in data analytics, writing for SEO, Google advertising, creating optimized web content, link building, competitor analysis, site optimization and keyword research. This program will help you build these skills and more to ensure that you are a valuable commodity for your business.

## ABOUT BUSINESS WISE COACHING

### Simple, Practical & Relevant

We are committed to providing your business with every possible advantage to thrive in Saskatchewan and beyond! Our excellent team provides your business with the experience and expertise you need, available at your fingertips. With many options - from individual courses to full certificate programs, and from one on one coaching to mastermind groups we've got you covered.

**We exist to jumpstart million dollar businesses.**



# Program Instructor

**Wayne UnRuh**  
**Encompass Online Marketing**

Wayne has held various executive level positions in marketing related businesses throughout his 30 year career before starting Encompass Online Marketing including Direct West Publishing & Print West communications to name a few.

Wayne has a gift of storytelling and loves a good laugh. He believes that every brand and business has a story to tell, and business is no laughing matter.

He has launched several businesses over his career including Encompass Online

Marketing, Save Locale, Fresh Magazine, Balance Credit Counselling and our favourite - Business Wise Coaching, to name a few.

A graduate of the University of Saskatchewan from Commerce. He obtained his Chartered Accountant designation in 1999 and attended numerous executive courses in the field of marketing, management and mergers and acquisitions at Richard Ivey School of Business, Queens University, North Western University and Harvard University.



# THE LEARNING JOURNEY

Whether you're launching an internal SEO team or levelling up your marketing skills, this program covers everything you need to get started. By the end of this program, you'll be able to develop a competitive SEO & SEM strategy and apply foundational skills like page optimization, link building, and more.

## PROGRAM UNITS

You'll complete each of the following courses, guided by your instructors:

- Understand the Fundamentals
- Develop Keyword Strategies
- Apply On-Page Optimization Strategies
- Build Effective Link Strategies
- Create Efficient Reporting Strategies

## KEY TAKEAWAYS

Guided by your instructor, you'll dive deep into each of the core topics that comprise great SEO & great SEM:

- Fundamental SEO concepts
- Keyword research
- Page optimization
- Link building essentials
- Reporting on SEO

Within those topics, you'll uncover even more key highlights:

- How do search engines determine the value of a site?
- How to identify good keywords and map them to semantic topic groups
- Recent trends such as voice search
- How SEO fits in with the sales funnel
- How to prioritize SEO tasks
- How to determine your most valuable content
- How to evaluate links
- Essential reports to measure the impact of SEO
- In-depth application of SEO principles and practices

## LEARNING EXPERIENCE

### SEE

Learners are introduced to content through stories, expertise, and humor.

### SHARE

Knowledge is constructed by sharing and discussing with instructors, peers, and your target audience.

### REFLECT

Learners are given the opportunity to reflect, relate, and write down key takeaways and action items each course.

### TRY

Capstone activities connect key takeaways with business and action immediately to solidify new practices.

# PROGRAM OUTCOMES

## SEO & SEM INTENSIVE PROGRAM

As part of the 'Focus' series of programs, this program consists of 1 month of intensive learning, meaning 4 hours of online learning each week plus 2 workshops where your new skills are applied immediately to your business. The below objectives are for weeks 1 & 2.

### 1

#### INTRODUCTION TO SEARCH ENGINE OPTIMIZATION & MARKETING

Launch into the first unit of this course by gaining a strong understanding of the technical field that is Search Engine Marketing (SEM).

- Develop Search Foundations - explore how search engines work, compare organic and paid marketing approaches, and learn about keywords, SEO factors, and other essential SEO concepts.
- Explore SEO Tools - Get familiar with Google Ads and Screaming Frog. Explore the interface, and gain exposure to key features to prepare yourself for more advanced course work.
- Perform an SEO Audit - Apply your new skills and knowledge to conduct a basic SEO audit on real websites. Uncover key issues and explore areas of improvement.

#### WORKSHOP #1 -

In this workshop, you will dive deep into:

- An evaluation of your current position as it relates to your online presence
- Develop a detailed plan and action items for improving your online presence on search
- Find immediate payback from the work done in unit 1
- Understand how to win leads from your competitors SEO

### 2

#### EXPLORING ORGANIC SEARCH

In this unit, dive deep into organic search, and learn the skills and concepts needed to build an organic presence and improve search ranking.

- Create Engaging Content - Learn how to strategically approach content with SEO in mind, building better engagement, supporting healthier metrics, and providing greater value to users.
- Build a Backlink Strategy - Learn and apply concepts and tools to help evaluate your backlinks and develop an approach for improvement.
- Explore Local SEO - Learn how to leverage your local presence to improve SEO results. Learn about local SEO factors and practice your analysis through an audit.
- Uncover Hidden Issues - Learn to navigate your Google Search Console to uncover issues with websites and optimize your search results.

# PROGRAM OUTCOMES

## SEO & SEM INTENSIVE PROGRAM

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### 3

#### PAID ADVERTISING

In this unit, you'll learn how advertising on search engines work, and apply the skills needed to create targeted, impactful text ads that resonate with search intent.

- Learn Paid Search Fundamentals - Learn the technical concepts of how search advertising works and what factors support a high-quality, high-ranking ad.
- Explore keywords for Advertising - Learn to match customer intent, reach the right audience, and advertise competitively by learning to find keyword opportunities.
- Plan Campaigns & Create Text Ads - Learn how search campaigns are structured and practice creating ads, writing ad copy, and planning a paid search approach that will advance your marketing objectives.
- Explore Display Ads & Advanced Concepts - Learn about display advertising as part of Google Ads, and leverage advanced search marketing concepts to improve your ad targeting and results.

#### WORKSHOP #2 -

In this workshop, you will build a plan to significantly increase leads to your business:

- Create a paid search campaign for your business
- Build a plan that leverages your SEO with SEM
- Understand how to win leads from your competitors from SEM

### 4

#### INTRO TO SEM ANALYTICS & MEASUREMENT

In the final unit of this course, you'll explore how to use Google Analytics and Google Tag Manager: industry-standard tools to support your SEO & SEM efforts.

- Uncover Insights with Google Analytics - Data-driven decision making is an important part of successful marketing. Learn how to operate Google Analytics to view key metrics and uncover insights around your website and SEM efforts
- Explore Google Tag Manager - Expand your analytics and measurement capabilities by using Google Tag Manager to set custom parameters. Explore this powerful search marketing tool and learn how to use this to keep track of what matters most for you.



## PROGRAM CREDENTIAL

Upon the successful completion of the program, participants will receive a certificate of completion. This program is not graded as the purpose is for participants to gain the skills and knowledge they need to be successful in their business or career.

## TRAINING COSTS

### SEO/SEM Intensive Program

1 Months, 21 Hrs Total Instructional Time

\$ 500 Materials

\$ 4,500 Tuition

\$ 5,000

Above prices are for each registered participant. Each business is encouraged to send 1 business owner or manager to audit the program alongside their registered participant to ensure the successful integration of tools and strategies into the business.

**Visit [bwise.ca/calendar](http://bwise.ca/calendar) for upcoming program start dates.**

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