



# Search Engine Optimization & Marketing

Program Outline

# Overview

Do you want to learn how to drive more leads that are already searching for a specific product or service and get a business found by customers through search engines?

Then, you need to understand search engine optimization (SEO) & Search Engine Marketing (SEM).

Whether you are going to do it yourself or manage someone that can do it for you, understanding how to get a business to the top of all major search engines is critical for a business's success.

Throughout this program, participants will obtain the tools to oversee and even do SEO and SEM. You'll learn the secrets that can help beat out competitors and get a business to the Number 1 spot on Google & other search engines.

## 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

- **24 Hours of instructional time total**
- **Weekly 4 hr group Zoom sessions for 6 weeks**





# Who is this program for?

## **BUSINESS OWNERS**

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.



## **Simple, Practical, and Relevant**

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

**WE EXIST TO HELP BUILD  
MILLION & BILLION  
DOLLAR BUSINESSES.**



# Program Instructor

**Wayne UnRuh**  
*Encompass Online Marketing*

Wayne has held a number of executive positions over his 30 year career with both large and small businesses. He considers himself a lifelong learner, a serial entrepreneur and a champion of small businesses. He founded Be Wise to provide practical business advice that can be implemented by entrepreneurs to make them money. Having launched a number of businesses over his career, including most recently Encompass Online Marketing, Fresh Magazine, Save Locale, The Blinds Collective and Prosurfaces, he understands the importance of ensuring that a business not only provides for their employees but also for an owner's family.

He began learning about search engine marketing in order to provide his Encompass Online Marketing clients the best opportunity to grow their business. Most notably, search engine marketing led to a million dollar contract with one of his clients.

A graduate of the University of Saskatchewan from Commerce, Wayne obtained a Chartered Accountant designation in 1989 and has attended numerous executive courses in the fields of marketing, management, and mergers & acquisitions at various institutions since.

**ENCOMPASS**  
ONLINE MARKETING



# How our program will help build your business profits

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.

## KEY TAKEAWAYS

In this program, participants will learn:

- How search engines rank a website
- How to identify good keywords and map them to semantic topic groups
- How to take advantage of recent trends such as voice search
- How SEO fits into a sales funnel
- How to prioritize SEO tasks
- How to determine what's valuable content
- How to evaluate links
- Essential reports to measure the ranking progress
- In-depth application of SEO principles and practices

## PROGRAM SECTIONS

SECTION 1  
Search Engine Fundamentals

SECTION 2  
Keyword Research

SECTION 3  
On Page Optimization

SECTION 4  
Link Building Essentials

SECTION 5  
Analyzing & Optimizing

## learning experience

### SEE

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

### REFLECT

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

### SHARE

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

### TRY

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

## PROGRAM OUTCOMES

# Search Engine Optimization & Marketing

This program consists of 6 weeks of live online group learning, with 4 hours of Zoom training every week. This program is designed to give participants the basics of search engine optimization and marketing. This information is critical when building a strong presence on Google and other search engine platforms regardless of whether you are implementing the strategies yourself or hiring a third party.

# 1

## INTRODUCTION & FUNDAMENTALS

Familiarize yourself with online platform, course layout, & materials. Complete an SEO audit of a business, learn how search engines work, and become familiar with key SEO tools.

# 4

## PAID SEARCH ENGINE MARKETING

Learn how advertising on search engines work, and apply the skills needed to create targeted and impactful text ads that resonate with search intent including how to create high-quality, high-ranking ads, keywords, display ads & advanced search marketing concepts

# 2

## EXPLORING ORGANIC SEARCH

Learn the skills and concepts needed to build an organic presence and improve search ranking including creating content with SEO in mind, building a backlink strategy, taking advantage of local SEO and using the Google search console to discover hidden issues within your site.

# 5

## SEM MEASUREMENTS & ANALYTICS

Explore how to use Google Analytics and Google Tag Manager and other industry-standard tools to continuously improve SEO & SEM efforts.

# 3

## WORKSHOP #1 - SEO IMPLEMENTATION

In this workshop, participants will evaluate the current position of a business as it relates to their online presence, learn how to develop a detailed plan and action items for improving a businesses' online presence on search, and understand how to win leads from competitors through SEO

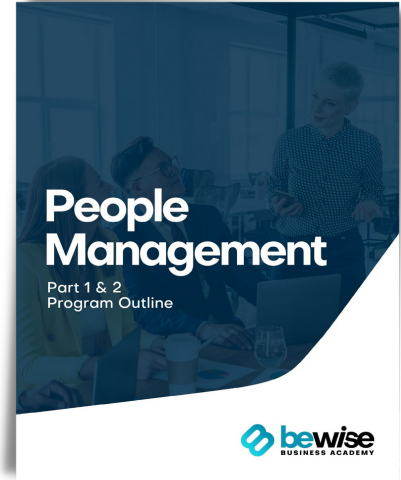
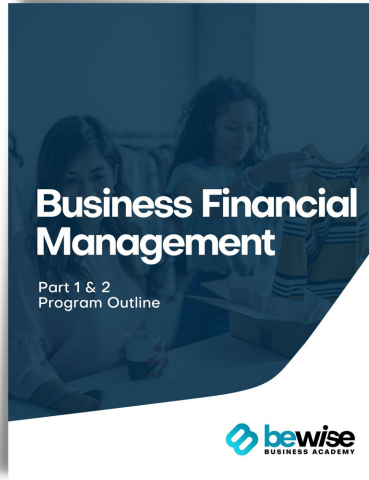
# 6

## WORKSHOP #2 - CREATING A PAID SEARCH CAMPAIGN

In this workshop, you will build a plan to significantly increase leads to a business by leveraging SEO with paid ads. Learn how to implement strategies that will win leads from a business's competition.



# MORE PROGRAMS, MORE PROFIT



# 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

### SEARCH ENGINE MARKETING

Weekly for 6 weeks, *24 Hrs Total Instructional Time*

\$ 50 Materials

\$ 4,457 Tuition

\$ 4,507

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.

## Our Guarantee

We guarantee to get your business into the top 3 positions of google within 1 year or we will provide you with free one on one coaching to ensure you do!

\*Participants must have completed the program & activities and implemented any action items that were produced as a result.

### BE WISE BUSINESS ACADEMY

260 D - #10 Research Drive  
Regina, SK S4S 7J7

**[bewiseacademy.ca](http://bewiseacademy.ca)**

Visit the calendar on our website for upcoming program start dates.

