

Search Engine Optimisation

Course Duration : 1 day

Course Overview

This Search Engine Optimisation course is ideal for anyone who is responsible for increasing the number of high-quality visitors to a website and wants to understand how to ensure their website ranks highly with search engines like Google and Yahoo. This course will benefit beginners and improvers. Achieving good rankings with search engines is often vital to reach existing and potential customers - over 80% of internet users say that search engines are the main way they find things on the internet.

Prerequisites

- No previous knowledge of search engine marketing is required. Delegates should have experience of HTML.

Objectives

Delegates will be able to :

- Create and implement a search engineering optimisation and plan for their own website.

Course Content

Instant SEO

What is SEO
What elements of SEO you can control
SEO elements which you cannot control
How to make SEO work for you
Practical applications of SEO
SEO activities which work
SEO methodology

SEO Basics

Exploring SEO options
Meta tags - what they are and how they are used
SEO and websites
SEO and reputation management
SEO and ego searches
Basics of optimising a website
Basics of reputation management

SEO Essentials

Keywords and what they are
How to analyse keywords
How to research keywords
Keywords and content
How to use keywords
Keywords and meta tags
Keywords and optimised content
PageRank and what it means

SEO and Search Engine Marketing (SEM)

SEO and search engine indexing
How to explore search engine indices
How to query search engines
Search engine database query commands (and how to use them)
When to query search engines
How to analyse a website
How to create optimised content
How to market content to search engines

SEO and website design

Why design can affect SEO
SEO and design basics
How to analyse a website's design
How to use a website's design for SEO

SEO and product promotion

SEO and how it is employed in marketing
Marketing techniques which really work
SEO activities and product descriptions
How to optimise an online product

Online Marketing

Online marketing and what it is
SEO and online marketing - differences and similarities
SEO and search engine marketing



Advanced SEO

What is advanced SEO
Why is advanced SEO important
How to assess if you need advanced SEO
How to best use advanced SEO

SEO and the social web

What is social marketing
What is the social web
Why is the social web important
How to best use the social web
Social web and SEO

SEO and the real time web

What is Real Time marketing
What is the Real Time web
Why is the Real Time web important
How to best use the Real Time web
Real Time web and SEO

Related Courses

[Dreamweaver Level 1](#)

[HTML 5 Level 1](#)

[Google AdWords](#)

[Google Analytics](#)

Training Options

- Private courses delivered at client's premises throughout the UK, at our training venues or a convenient third-party location
- Bespoke customised courses written to your specific needs, delivered at client's premises throughout the UK, at our training venues or a convenient third-party location
- For further information please contact us on 0191 377 8377

What's Included

- 1 delegate per computer
- Relaxed refreshment area at our training venues
- Lunch and refreshments when training is delivered at our training venue
- Comprehensive course manual and exercises