



web design, SEO, photography, copywriting

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Search Engine Optimisation (SEO) Training

Are you struggling to secure an internet presence? If you type a key search term for your business into Google, does your site appear?

A beginners guide to SEO. The course will explain in clear and simple terms the practical steps needed to get a website found on-line using methods that can be applied immediately.

Full of hints and tips helping you create search engine friendly web pages.

- 1-1 Training
- Your website is the case study.
- Empowers you to optimise your own site and promote on-line presence.
- Easy to understand terminology

Half day seminar

You should attend if:

- You are setting up a website for the first time.
- You are looking to increase your internet presence.
- You would rather do your own SEO than pay someone to do it for you.

Course Content:

Search Engines

- What is a search engine
- Who are the main search engines
- What do they look for

Web page structure

- Title bar
- Meta Tags
- Alt Tags
- Links
- What to avoid

Web page content

- How to find key words
- Key word density
- How to display content
- How to keep content fresh

Promoting your site on the internet

- Search engine submission
- On-line directories
- Social Networking
- Competitor Analysis
- Google maps
- Link building
- Pay Per Click

Analysing and acting upon web statistics

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