

SEARCH ENGINE OPTIMISATION (SEO): Bespoke

Suggested duration: 1 day

This course is designed to give your organisation that crucial competitive edge by ensuring that your site is properly registered and positioned with the major search engines. It does not matter whether you are technical or non-technical, this course will give you a clear understanding of the what, why and how. This course could dramatically improve your site's profile and visitor numbers.

Run as a bespoke course, it gives you the opportunity to tailor the course to your exact requirements. To provide a start point, we'd recommend you use the suggested course outline as a guide.

Whether you're looking to build a new business online or simply get better results from your existing Web site, this course will give you systematic strategies you can use right away. Web designers and marketing professionals will both benefit from this course.

The course on each day runs from 9.30 am to approximately 4.30pm.

COURSE CONTENT

• **Introduction to Online Marketing**

- Banner and Pop Up Ads
- Emails
- Web Searches

• **How to Improve your Ranking**

- Learn the secrets of search engines and directories
- Search Engines;
 - Crawler Based Search Engines
 - Human-Powered Directories
 - "Hybrid Search Engines" or Mixed Results
- How do Directories work?
- How do Search Engines work?

• **Search Engine Registration**

- Learn the difference between
- Organic v. Paid Searches

- What's the difference?
- Organic Searches
- Paid Searches
- Recommendations
- Learn who powers whom

• **Organic Searches**

- How do User Searches work?
- Understanding how Organic Searches work
- Top Twelve "Must DOs"

• **Understanding Paid Searches**

- Editorial v. Paid
- What Paid Services are there?
- Who powers whom?
- Learn how to get listed

• **Techniques to Monitor and Maintain your Ranking**

- What's the difference between Manual and Automated Site Submission
- All about Log Reports
 - Types of Log Reports
 - Log Analysis Tools
 - What can Logs Reveal?
- How to spot a spider
- Recommended Log Reporting Tools
- What is Google Analytics?
 - Features
 - A Brief Introduction to Google Analytics

• **Useful Links**

- Understand the secrets of search engine optimisation
- Learn how to improve your ranking
- Understand the difference between Organic v. Paid Searches

What will I learn?

For more information or to book a course please call 01926 436934