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Search Engine Optimisation

Course duration:

Half day of classroom based instructor-led training.

Course summary:

Search engine optimisation is the process by which website owners and online marketers improve the quantity and quality of their website traffic coming from organic search results. This half day workshop focuses upon the core elements of this process, namely keyword analysis, on-page and on-site website optimisation techniques. The latter part of the workshop will outline complementary organic optimisation techniques, enabling delegates to create a long-term action plan suitable for their online marketing tactics.

Who should attend:

This workshop is primarily intended for business-owners wanting to maximise their prominence in organic search results, or staff tasked with maintaining websites and needing to take advantage of best practice search engine optimisation techniques.

Pre-requisites:

Delegates should:

- Be familiar with the Internet and the Web
- Be familiar with writing or editing HTML / XHTML code or using a content management system to maintain their website
- Have a Google / Google Adwords / Google Webmaster Tools / Google Analytics account; this enables you to use a range of tools during the activities

Course objectives:

On completing the course, you will be able to:

- Identify and shortlist relevant key words and phrases for your website
- Choose an appropriate spread of key words and phrases for each page being optimised
- Optimise on-page elements for your selected key words and phrases
- Modify your website architecture to assist search engine optimisation
- Check the progress in your website's search engine ranking
- Choose appropriate tactics to complement your on-page optimisation

Specific topics covered within the course:

- Finding and shortlisting relevant key words and key phrases for your content
- Choosing key phrases and density considerations when optimising your web pages
- Optimising the HTML title tag
- Optimising your page content
- Optimising your META tags
- Understanding how your website architecture can assist search engine ranking
- Checking the improvement of your search engine ranking and optimisation activities
- Understanding complementary organic optimisation techniques

Certification:

Delegates may request a certificate of attendance.