

Course Information

After completing this course, students will be able to draw up an effective Search Engine Marketing strategy. They will then either be able to implement the various techniques involved on their own site or manage an external SEO agency effectively.

Duration

1 Day

Cost

£395 (ex VAT)

Prerequisites

Before taking this course, students should be familiar with the basic functions of their computer's operating system.

Additional Notes

Courses can be tailored to meet customers' requirements. Courses run in Edinburgh and Glasgow. Courses can also be run at client sites throughout the UK on request.

Related Courses

- Google Analytics
- Web Copywriting

Introduction to Search Engine Optimisation

- The importance of ranking well on the Search Engines
- Understanding search engines
- What is Search Engine Marketing (SEM)?

Key search terms

- What will your visitors search for?
- Learn from your high-ranking competitors
- Using keyword tools

Incorporating your search terms

- Optimising your website for your new search terms
- Does your site's design impede your SEO potential?
- Principles of web copywriting and its importance in SEO

Off the page promotion

- Understanding Google Page Rank
- Sourcing and obtaining valuable links (includes directories, social bookmarking, etc.)
- The benefits of Google Webmaster Central

Harnessing the power of social networking

- Decide which social network(s) will work best for your customer profiles
- How to ensure your business gets the most from Twitter, Facebook, Google+, etc
- Integrate your Social Networking Campaigns with other SEO activities

Paying for traffic to your site

- What is PPC Advertising?
- How to make PPC work for you
- Using PPC to inform your SEO

How to tell if your SEO is working

- Importance of Site Statistics
- How to learn from Google Analytics