

SEO – Why pay someone when you can do it yourself? - Course Outline

Course Duration: 3 hours

Course Description:

Do you need more business? Is your website working for you?

This half-day interactive course will help you to understand what makes Google tick, keywords, how to increase visitors to your website and keep them engaged, and how to avoid the pitfalls of developing a website.

By the end of the course, you will have developed your own strategy to grow your website and your business.

Who should attend? Business owners, managers or team leaders or anyone needing to develop a website to grow their business.

What will it cover?

- Understanding how search engines work
- Keywords – what people search for
- The importance of links for increased visibility
- Creating content people want to share
- How to persuade visitors to click further
- How to keep visitors engaged and on site for longer
- What stops websites moving up the ranking and how to avoid the pitfalls
- Create a strategy to take this forward