



Online, Internet and Digital Marketing Training:
***Introduction to Search Engine
Optimisation (SEO)***



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Introduction to Search Engine Optimisation (SEO)

Search Engine Optimisation (SEO) is the term used to describe the marketing technique of preparing a web site to enhance its chances of being ranked in the top results of a search engine once a relevant search is undertaken. A number of factors are important when optimizing a web site, including the content and structure of the web site's copy and page layout, the HTML meta-tags and the submission process.

This 1 day course is an introduction to the principles of SEO. Correctly implementing On-Page SEO and Off-Page SEO on your web site can get your business listed at the top of Google and all the other search engines. The course clearly explains how, by correctly implementing blogging, content and an inbound linking strategy, Google will find your site and place it to the top of the search results.

Topics Covered

- Search Engine Overview
- What is Search Engine Optimisation
- Why do you need SEO?
- The current SEO landscape
- How people search
- Overview of Keywords
- Overview of Terminology
- Making your web site search engine friendly
- Optimising your web site
- Creating Content for Search Engines and Users
- How to determine current ranking
- The importance of developing a link strategy
- Top 10 SEO Tips for 2011
- What not to do

Who Should Attend?

The seminar is designed for those who have little previous experience of SEO and who want to get started in implementing these techniques in their business. The seminar is targeted to those with responsibility for developing or implementing an organisation's online strategy, including senior management, marketing managers, communication specialists, webmasters and IT managers and personnel.

More Information

To find out more about this and the other training courses offered by SureSkills & Online-Marketing.ie, please call Dan Goggin at our training centre on +353 1 240 22 37 / Dan.Goggin@SureSkills.Com / or visit www.sureskills.com
