



***Online, Internet & Digital
Marketing Training:
Advanced Search Engine
Optimisation (SEO)***



For further details: Contact – Dan Goggin, SureSkills
01 240 22 37 / Dan.Goggin@SureSkills.Com / www.sureskills.com

This ½ day course is an Advanced Search Engine Optimisation (SEO) workshop that provides delegates with understanding and skills to further improve the visibility of their website in the search engines. This course is **not** for beginners – the class takes participants who already have a good working knowledge of SEO and take it to the next level in terms of advanced SEO methods. The class will be intense but very beneficial to anyone who wants to optimize their online strategy even further. Our expert SEO trainer works in the industry on a daily basis and has worked with numerous large global companies so please have plenty of questions ready to ask our expert to ensure you get the most from the course.

Course Outline

- Update: What is new in search engine optimization. (new methods)
- Some basics in getting poorly ranking websites started
- Advanced Search Engine Optimisation Strategies
- The importance of inbound linking Innovative techniques for building inbound links
- Should you purchase inbound links
- Practical new keyword analysis tools and techniques
- Latent Semantic Indexing
- Latest Google Webmaster Central developments
- Exploiting Web 2.0 and new media marketing
- How to use Blogging as an SEO tool
- The importance of hosting
- Localisation and getting found in Local Search
- Techniques for increasing conversions rates and sales
- Staying out of trouble with search engine
- Campaigns that mix SEO and PPC

Who Should Attend?

The course is designed for those who have previous experience of SEO and who want to step up their optimisation strategy. The seminar is targeted at those with responsibility for developing or implementing an organisation's online strategy, including senior management, marketing managers, communication specialists, content managers, webmasters and IT managers and personnel. Participants should have a good working knowledge of SEO before attending this course.

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