

2009/10 Training Courses: [BOOK HERE](#)

## Advanced Search Engine Optimisation (SEO)



**Our advanced SEO training course takes an in-depth look at the factors contributing to the successful positioning of your website in search engines.**

During the course we examine the behaviour of Search Engines in relation to both on-site and off-site optimisation in order to create an effective strategy that can be applied to almost any website.

### Target Audience

This course is aimed at anyone seeking to increase their positioning in Search Engine Results Pages (SERPs). No technical ability is required; however a basic knowledge of HTML would be advantageous. Ideally delegates should have attended our **Introduction to Search Engine Optimisation (SEO)**.

### Course Outline

- The importance of SEO.
- Understanding how search engines work.
- Key characteristics of Google, Yahoo and MSN.
- How search engines read web pages.
- Using search engines to evaluate your competitors.
- On-site optimisation and meta tags.
- Writing 'search engine friendly' code and copy.
- How accessible websites help SEO.
- Creating a 'search engine friendly' site structure including site maps.
- Understanding off-site optimisation and link popularity.
- Generating back links and the importance of anchor text.
- Using third party software to aid SEO and tracking.

**Location:** Rotherham / **Course Duration:** 1 Day / **Cost:** £295 + VAT  
*(You may qualify for a 60% Train2Gain grant towards the cost of this course).*

**Tel:** 01709 373 911 **Website:** [www.eye4design.co.uk](http://www.eye4design.co.uk)  
**Address:** Internet Marketing Training Centre, Unit 2 Bradmarsh Court,  
Bradmarsh Business Park, Rotherham, South Yorkshire, S60 1BW.

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