

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

Introduction to Search Engine Optimisation (SEO)



This introductory course looks at the main 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.

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.
- Creating you first search engine friendly page.

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

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