

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

Social Media Marketing

(Article Writing & Forum Blog Posting for SEO)



Efficient Search Engine Optimisation (SEO) is highly dependent on other high quality websites linking back to your website (known as 'back linking'). An effective approach in obtaining these back links is to submit articles to ezine sites and to post on forums and blogs.

Our course takes an in-depth look at the vital components required when creating search engine friendly ezine articles, forum posts and blogs.

Target Audience

This course is aimed at anyone interested in creating highly search engine friendly articles and posts for use on ezine websites, forums and blogs. No technical ability is required.

Course Outline

- What are Ezines, Forums and Blogs?
- Understanding their relevancy in search engine optimisation.
- Research and planning.
- Key characteristics of a well constructed article or post.
- Incorporating optimum keyword density.
- The importance of anchor text within back links.
- Identifying quality sites for submission.
- The various methods of submission.
- Listing articles and posts on multiple sites.
- The SEO benefits of operating your own blog.
- The do's and don'ts 1 of article writing and posting.

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

Address: Internet Marketing Training Centre, Unit 2 Bradmarsh Court, Bradmarsh Business Park, Rotherham, South Yorkshire, S60 1BW.

*Yorkshire's Only Dedicated
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