

## SEO Basics for Business

Ready to learn the secrets of search engine optimisation (SEO)? This half-day workshop shows you how to win more traffic and conversions using proven, ethical techniques.

Practical activities and examples help cement your newfound knowledge, so you can start optimising your site straight away.

### Learning Outcomes

- Understand what SEO is and what it means for your site and your business
- Learn to spot opportunities for a more Google-friendly web presence
- Find out how and why quality content brings a big SEO boost

### Course Outline

- Introduction: An overview of how Google ranks your site
- A rundown of SEO tools that will help you, and how to use them
- Explore your site's current performance and traffic using those very same tools
- Learn how to carry out effective keyword research to optimise your existing content
- Discover how your research can create an effective ongoing content strategy
- An overview of more technical concepts which impact your site's performance
- Explore link building and outreach, the best methods to get your content in front of more people via backlinking and referrals

### Course Details

<b>Course duration</b>	3.5 hours
<b>Max delegates</b>	12

For prices and dates please get in touch:

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