



## **An Intro-Advanced to Search Engine Marketing**

### **Duration: 1-2 Days**

We all expect our websites to bring in business and we all want our sites to be at the top of the search engines. Unfortunately like with all marketing you have to work smartly to make it effective. This workshop aims to get search engine marketing on the right track to optimising their website and giving you the tools to boost your online brand visibility. It will give you an understanding of what online marketing strategy your business should be following and tweak your current strategy so to squeeze that little bit extra from it.

### **Who is the course for?**

This course is designed for anyone who wants to get the most from their online presence or to boost their rankings within the major search engines like Google and Bing. It will cater for novices who don't know their domains from their keywords and will also help the more seasoned Search Engine Optimizer re-start their online marketing campaigns to push their brands.

### **What will the course cover?**

- An Introduction to Search Engine Optimisation and Online Marketing
- The types of SEO and marketing available
- Good and bad practice for Search Engine Marketing
- Google Algorithms, the updates and what they do
- Website analysis with Google Analytics
- Social Media, authorship, links and your website

### **What will you learn?**

By the end of the course you will be able to:

- Understand how Search Engines work to find your website
- Be up-to-date with the current Search Engine best practices
- Be able to cut out content and links which are harming your ranking
- Use our Search Engine Content creation tips to write Search Engine friendly copy
- Understand how your websites users find your site, and use your site using Google Analytics
- Utilize Social Media to boost your online presence
- Master authorship, blogging and guest blogging, and understand why you need to keep on top of refreshing your content

Call now – 01437 720 033