SEO for Business with Pitman Training

SEO for Business is a short online course that starts to take the mystery out of Search Engine Optimisation (SEO) so you can understand how you can use it to your advantage.

The course starts at the very beginning, defining what SEO is and why it's important, before delving into how different search engines work and what they're looking for.

Guiding you through, step by step, you'll understand the 'science bit' and you'll then see how to tap into this to get your web pages and social media content more visible through search engines.

Aims and Objectives

This course has been created for people in business who often get marketing responsibilities added to their role, but who don't have web backgrounds, or in-house teams to learn from. This short course brings you up to speed so you can see how SEO can play a part in your marketing strategies.

By understanding how search engines and search engine optimisation works, you'll see how you can adapt your web pages and social media posts so they are more visible, more often.

After SEO for Business we're confident you'll see new marketing opportunities you can capitalise on.

Course Content

SEO for Business offers a step-by-step, non-jargon, approach to understanding Search Engine Optimisation. It starts from the beginning then moves on to some practical tasks you can do to help improve your visibility online.

With SEO for Business we'll delve into:

What is Search Engine Optimisation? How do Search Engines work? What are keywords?

We also take a look at:

- The different Search Engines
- Analysis of competitor performance
- Using keywords in social media
- Choosing the right keywords and phrases for your website
- The benefits of link building
- Best practice SEO

All this is covered in practical exercises, with an accompanying Pitman Training work book, and because it's online, you can work at a pace to suit you.

Target Audience

SEO for Business is perfect for anyone involved in marketing a business or creating content online, for websites or social media. Suitable for PAs, EAs, Office Managers, Marketing Assistants, Business Development Managers, entrepreneurs as well as those involved in PR, event management and promotion.

Prerequisites

A basic knowledge of computing and the internet.

Duration

SEO for Business is a short online course, broken down into sections. It's expected to take about 4 hours but you can work through it at your own pace, there's no rush.

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Make sure this course is right for you - have a friendly chat with a Course Adviser, arrange to drop in to have a FREE taster or book a place...

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