



Introduction to Google Website Tools

This is a short, online course designed to help you learn how to best use the tools available from Google that will help to maximise the impact of your business website. You will look at Google My Business, Google Search Console and Google Analytics.

IS THIS FOR YOU?

Are you an entrepreneur looking at how to make your online website as effective as possible?

It would be useful to those working in a role where you might be taking on some marketing responsibilities, for example those working as a PA, Office Manager or Sales Manager.

ABOUT THIS COURSE

This is a short online course that takes the mystery out of three essential google tools. The course will delve into what Google can do for your business website, helping you maximise its efficiency and visibility as well as evaluate its performance.

Introduction to Google Website Tools is a practical course that offers a step-by-step guide on how to really make it work for you. Whether looking to promote yourself or your business, you'll have a whole new set of tools at your fingertips after this course.

This course will take around 7 hours to complete and is made up of three primary modules.

Module One: Google My Business

Topics include: a description of Google My Business, how it has evolved and why it should be used; creating an account; the dashboard; posts; photos; mobile app; best practice.

Module Two: Google Search Console

Topics include: what the Google console search is and how to set it up; how to submit site maps; tools to optimise content; typical issues and how to fix them; the URL inspections tool.

Module Three: Google Analytics

Topics include: what Google Analytics is; terminology; trends; reports; setting goals;

AIMS AND OBJECTIVES

The aim of this course is to provide you with a sound understanding and knowledge of three core Google Website Tools so that you can utilise the knowledge learned to better promote your business services.

PRE-REQUISITES

There are no specific pre-requisites required for this course.

CAREER PATH

Anyone who has a personal or business website, but doesn't yet use these core Google Website Tools will benefit from this course. Using this application provides opportunity to develop and grow your business online more effectively.

COURSE DURATION: 7 HOURS

(Actual course duration will vary from individual to individual, based on prior skills and application).



CPD POINTS: 7

(Awarded CPD points upon successful completion).

To find out more about this or any of our courses, speak to one of our course advisors.

The best way to predict the future **is to create it.**

To discuss your current skills and aspirations call:

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