Search Engine Optimisation (SEO) for Business

This 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.

IS THIS FOR YOU?

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.

ABOUT THIS COURSE

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. 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.

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.

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

With this SEO for Business course 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 for local businesses
- Best practice using SEO

All this is covered in practical exercises and because it's online you can work at a pace to suit you.

AIMS AND OBJECTIVES

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.

PRE-REQUISITES

There are no pre-requisites required before starting this course.

CAREER PATH

If you're interested in a career in digital marketing then gaining indept insight into search engine marketing is a must. This course, and additional training, can provide a great foundation for a career as a Social Media Executive, Social Media Manager, Marketing Executive or Marketing Manager or a career in Web Design.

COURSE DURATION: AROUND 6 HOURS

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

CPD POINTS: 6
(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.**