

# Search Engine Optimisation S.E.O



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## How to get your website to the top of Google

Search Engine Optimisation Secrets in Plain English

How do new and existing customers find you and your information online? They 'Google you' of course. Simple. Or maybe not...

For many people, how and why your website rises to the top of the search results is a mystery. There are so many things you need to do. Google change the rules all the time and search engine consultants want you to pay through the nose for a job you could do yourselves.

This SEO course is designed for those who want to take control of their search engine performance. During an enjoyable, interactive day you will discover proven, simple tactics for achieving top spots on Google, Yahoo! and Bing. From earning trust to improving conversion rates.

### Prerequisites

This non-technical workshop is suitable for anyone in a marketing, PR or communications role. No prior knowledge of SEO is required. Suitable for those in supervisory and management positions from junior to mid-level seniority who must:

The course runs from 9.30 am to approximately 4.30 pm.

Duration: 1 day.

### Introduction and Overview

What is Search Engine Optimisation really?  
How to assess your current site performance  
Busting the SEO myths  
Black Hat vs White Hat SEO

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### Authority – what Google is looking for

The Five ingredients of Google Optimisation  
Conducting keyword researching  
Identifying online gaps and opportunities  
Designing your site with SEO in mind  
Writing web copy to be found in the search engines  
Using the tools Google give you

### Finding errors and problems with your site that will hold you back

The importance of backlinks  
How to generate backlinks quickly and easily

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### Mixing Social Media, Email and SEO – a powerful combination

Understand the metrics  
Converting web traffic from search engines  
Choosing and working with an SEO agency

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### Action Plans

Conclusions, Summary and Close

“A highly professional company run by knowledgeable, friendly people”

