

# Search Engine Optimisation - Information Sheet

*Course Aim: A half day workshop aimed at improving and optimising your website for search engines (such as Google, Yahoo etc)*

Duration                      ½ Day  
Timings                        Start 11am – until approx 3pm

## **Do I need previous knowledge and skills?**

No – although having your own website would be beneficial (even if it is created and maintained by some one other than yourself)

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

Any individual responsible for promoting the business they own or work in, whether it is a visitor attraction, accommodation or leisure service provider.

## **What will I gain from the course?**

How Internet marketing can help you to make the most of your website and successfully promote your business online.

Learn how to 'optimise' websites for better internet visibility by understanding the fundamental techniques required to improve the "natural" search engine ranking of your site.

## **What does the course cover?**

- Why is search marketing so important
- Difference between search engines and directories
- Search Engine Spiders
- Key Phrase research
- Writing for search engines
- Analysis of performance
- Link building
- What are the benefits of pay-per-click
- Website critique as part of the group discussion, and then directly by the trainer

**Course Method**                      Discussion groups  
PowerPoint presentation

**Assessment**                        None

**Next steps**                         Leading on to Smarter Marketing 2, Winning Websites, and Learning Bursts

If you require any further information, please contact:

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