



SEARCH ENGINE OPTIMISATION FOR BUSINESS

Course Number
VEL0427

Time Required
80 minutes

Assessment
Formal (multiple choice)

Approvals
CPD

Right now, potential customers will be searching for your products and services - and if they don't find their way to your site, you could be deferring them to a competitor. Imagine if your website could rank above your competitors', using the kind of search terms that turn your visitor traffic into revenue. When it's done well, search engine marketing can give search engines exactly what they need to put your website in a prime position on Search Engine Results Pages.

Recommended System Requirements

- Browser: Up to date web browser
- Video: Up to date video drivers
- Memory: 1Gb+ RAM
- Download Speed: Broadband (3Mb+)

The key is understanding what search engines need - and since 90% of all searches in the UK are via Google, this pretty much means understanding Google. This course will explain the proven techniques that will help you reach and maintain the number one results spot.

Suitable for:
Care, Education
and Commercial



Modules:

- Introduction to SEO
- Link Building
- On-Site SEO
- Social Media as part of SEO
- Local Search
- Pay Per Click (PPC)