

SEO for Business

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Course Description

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.

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.

Prerequisites

None

What Next?

Social Media for Business
Facebook for Business
LinkedIn for Business
Twitter for Business

Course Content

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