

Search Engine Optimisation



Course outline

Content

This course will examine the following areas:

What is SEO?

- What do Search Engines Look for?
- Anatomy of a SERP.
- How has SEO changed?
- Updates & Penalties

On-Site Optimisation

- How Search Engines Crawl.
- Technical Considerations.
- User-Experience.
- Mobile SEO.
- Content Marketing.

Off-Site Optimisation

- Links.
- Branding & Authority.
- Social Media.
- Local SEO

Analytics & Improvements

- Analysing a Site.
- Tools.
- Researching Opportunities.
- Experiments.
- Competitor Analysis

Expected learning outcomes:

Have the ability to improve their web presence through SEO via all platforms in order to increase traffic to their pages.