

Training Course Outline



Course: Search Engine Optimisation

Content

This course will examine the following areas:

Introduction to SEO

- SEO in a nutshell
- The benefits of SEO
- How do search engines work
- White hat SEO vs. black hat SEO
- Ranking Factors
- Google Algorithm

On Page SEO

- Site Structure
- Internal Linking
- Page Speed
- Mobile
- Page Title Descriptions

Off Page SEO

- Link Building
- Digital PR
- Outreach
- Citations

Tools

- Free Tools
- Paid Tools
- Other Resource

Expected learning outcomes:

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