



SEO Training Course

Level: Intermediate

Duration: 3 hours

Introduction/Summary

If you are keen to learn the basics of how to effectively increase your businesses Search Engine Optimisation, then this 3 hour SEO Course will help.

The course is delivered remotely via Zoom by our experienced digital marketer and you will learn the knowledge & theory required for you to effectively increase your businesses SEO, that will help to promote your business.

The intermediate course, is an ideal taster for our Level 3 Digital Marketing and Level 3 Junior Content Producer Apprenticeships. Full details upon request.

You may also be interested in attending our Intermediate Social Media Course. Details upon request.

Course Content

Over 3 hours the course covers:

- Benefits of SEO to your business
- How Search Engines work
- On Page SEO improvement
- Off Page SEO improvement
- Making an SEO plan for your business
- The importance of Keywords
- Backlinking to other websites
- Social Media optimisation
- The importance of Mobile Optimisation

Requirements/Pre-Requisites

Although there are no prerequisites for this course, the ideal participant will be in a position to actively put into practice what they learn.