

COURSE SYLLABUS

Course Code **SEO02**
Course Title **Why is my Website not on Google? (Search Engine Optimisation) – Full Day**

Duration 7 hours contact time
 (One session is 7 hours)

Qualification media mount certificate of achievement

Training Level Basic/Intermediate

Prerequisites Ability to use the Internet



Summary This course will enable the learner to discover how to optimise their web pages for higher Search Engine placement

Price Price Category B+
 Our full price list is available on request

To enrol on this course or contact media mount for further information visit our website

www.mediamount.co.uk or telephone (+44)(0)28 9147 2020

Course Objectives

1. Understand how search engines work
2. How to register a domain name and configure it correctly
3. How to optimise a website for search engines
4. Receive an overview of Search engine marketing

Topics

Module Application	Outline
Register a Domain Name	<ul style="list-style-type: none"> • Who to use • .com/.co.uk/.ie/.eu – which extension? • Tips and rules • Free forwarding and holding page
Search Engines Explained	<ul style="list-style-type: none"> • Brief history • Process of spidering and indexing • Top search engines • 'Geek talk' clarified • Sandboxing
Search Engine Optimisation	<ul style="list-style-type: none"> • Optimising web pages • Researching keywords and phrases • Submitting websites
Google Toolbar	<ul style="list-style-type: none"> • Overview and installation • PageRank and other tools
Search Engine Marketing	<ul style="list-style-type: none"> • Online and offline marketing techniques • New and old methods of online advertising • Froogle and online marketplaces • Google AdWords
Statistics Decoded	<ul style="list-style-type: none"> • Defining hits, visits, sessions etc. • Which packages to use

Features

Hand-outs will be made available via the Internet and paper hard copy. Extra out-of-contact time support can be given (see prices/rates section).

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Notes