

**COURSE SYLLABUS**

**Course Code**           **SEO01**  
**Course Title**         **Why is my Website not on Google? (Search Engine Optimisation)**

Duration               3 hours contact time  
                              (One session is 3 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 C  
                              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](http://www.mediamount.co.uk) or telephone **(+44)(0)28 9147 2020****

Course Objectives

1. Understand how search engines work
2. How to optimise a website for search engines

Topics

Module Application	Outline
<b>Search Engines Explained</b>	<ul style="list-style-type: none"><li>• Brief history</li><li>• Process of spidering and indexing</li><li>• Top search engines</li><li>• 'Geek talk' clarified</li><li>• Sandboxing</li></ul>
<b>Search Engine Optimisation</b>	<ul style="list-style-type: none"><li>• Optimising web pages</li><li>• Researching keywords and phrases</li><li>• Submitting websites</li></ul>
<b>Google Toolbar</b>	<ul style="list-style-type: none"><li>• Overview and installation</li><li>• PageRank and other tools</li></ul>

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).

---

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

**[www.mediamount.co.uk](http://www.mediamount.co.uk) or telephone (+44)(0)28 9147 2020**

Notes