Search Engine Optimisation for Business
Online Training

Duration: 80 minutes
Course Code: ONBS02

Course Description:

This course focuses on the anchor point of your digital marketing strategy which is your website or micro-site. Here we'll explore search engine optimisation 'SEO' and how you can use this to drive traffic to your website.

Who Should Attend Search Engine Optimisation for Business Training?

- This course would be suitable for people who are involved in marketing, who use advertisements and want to expand their knowledge and also implementing social media strategies.

Course Contents:

- Introduction to SEO
- Link Building
- On-Site SEO
- Social Media as part of SEO
- Local Search
- Pay Per Click (PPC)

Related Courses:

- Social Media for Business | Code: ONBS01

Give us a call if you wish to purchase this course: 0114 281 3350