



Simply Clicks

Search Engine Powered Marketing

TRAINING INFORMATION

SEO TRAINING – Course overview

COURSE CONTENTS

Simply Clicks offers an intensive 2 day SEO training course. The training is individual, highly practical and designed to provide you with the skills and knowledge you need to build and manage your own search engine optimisation campaigns.

Our unique approach to SEO training involves hands-on analysis and direct actions to rapidly improve the search engine ranking of your own website.

COURSE STRUCTURE

The SEO training course covers the key optimisation factors for each of the 3 main search engines - Google, Yahoo and Microsoft's Bing.

- Search Engine Marketing Strategy
- SEO Tools and Techniques
- Website design
- Keyword Research
- Website Analysis and Analytics
- Link building and building a web presence
- Understanding Search Engines and their Algorithms
- Integrating Google Local, Google Shopping and Google Image search
- Integrating pay per click advertising with SEO
- Utilising Pay Per Click Data for SEO
- Monitoring SEO Performance
- Avoiding Illicit SEO Techniques

GROUP SIZES & DURATION

Training is given in small groups of up to 3 people (separate quotations can be given for larger groups) and lasts for 2 days.

LOCATION

The preferred location for course delivery is on-site in a training room at your premises. We are happy to travel throughout the UK and have also delivered the course in Ireland and mainland Europe. Each course participant will need a broadband connected PC.

PRICES

1 person - £995.00 + VAT

2 people - £1,395.00 + VAT

3 people - £1,595.00 + VAT

Please ask for a quote for larger groups

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