

DIY Search Engine Optimisation

This half day training session will give you an introduction to Search Engine Optimisation and the things you can do for yourself. It will give you a good understanding of SEO and the tools and skills to get started.

Thursday 15 July 2010, 10am - 2pm
£125 + VAT per person

Early bird discount: 20% off if booked on or before 30 June (use voucher code SENS7D)

Thursday 19th August 2010, 10am - 2pm
£125 + VAT per person

Early bird discount: 20% off if booked on or before 30 July (use voucher code SENS8D)

This workshop covers the following areas:

- Understanding search engines
- Setting up Google Analytics
- Reading your statistics
- How your customers find you
- Figuring out which keywords to focus on
- Where to put the keywords on your site
- Recategorising products
- Internet marketing and promoting
- External links
- Social networking

The training is provided by Dr Sue Orton-Flynn, the director of Sensable Media. She has a doctorate in interface design for accessibility and has been designing and building websites for a variety of clients for over 8 years.

There will be a short break for tea, coffee and biscuits

Venue: Adur Business Centre, Ropetackle, Little High Street, Shoreham by Sea, BN43 5EG

BOOK ONLINE

<http://www.sensable.co.uk/products/training-session-search-engine-optimisation/16207>