

SEO & SEM

Search Engine Optimisation & Search Engine Marketing

The essential guide for those new to the fields of Search Engine Optimisation (SEO) and Search Engine Marketing (SEM).

There is a level of mystique around these two practices, many misconceptions and inevitably much to learn. After attending this overview course you'll be able to talk about the two fields knowledgeably, have a basic level of competence in practice, and most significantly, be able to understand their importance to your organisation.

This course will give you the knowledge and confidence to commission either SEO or SEM from suppliers and assess their performance. Or it will take you through the essential first steps if you wish to take that knowledge further and become an SEO expert or Search Engine Marketer.

What is covered by this course:

Using case studies and online examples, we will explain clearly and comprehensively what Search Engine Optimisation is and how to practice it, and what Search Engine Marketing encompasses and the various techniques to maximise the results.

- A definition of SEO
- How to measure where you are
- Using Google Analytics
- Where to look for issues
- How to optimise your site
- Converting browsers to buyers
- A definition of SEM
- Organic search results versus Pay Per Click (PPC)
- Using Google AdWords
- Keyword research
- Utilising landing pages
- Developing a SEM strategy
- Fine tuning your results

During the course of the day, delegates will work on real world examples - and their own sites can be included in the presentation if appropriate.