

SEARCH ENGINE OPTIMISATION

R1700.00

**ON SITE & OFF SITE
WHITE HAT SEO**

COURSE OVERVIEW

This **SEO course** provides you with **in depth search engine optimisation techniques and a strategy**. We cover all aspects of **on site as well as off site page optimisation**. As with all our courses we take a **practical approach** starting from the **very basics to advanced SEO techniques**. All material is based on White Hat SEO (Google approved)

In this course you will learn all the important aspects of Search Engine Optimisation while developing a website as well as when the website is completed. You will **learn all the important SEO tags** and how to best optimise them. We will also look at the importance of your domain and hosting as well as **optimising websites** on an ongoing basis.

WHO IS THIS COURSE FOR?

Any Web Designer that wants to offer their clients a better service and **design websites that rank well in search results**. Company owners wishing to get better results from their website. Developers that are serious about getting a high ranking website. Anyone with a website that want to learn **how to get great search results**. Anyone that wants to learn how to optimise websites.

WHAT YOU WILL LEARN

- Importance of page titles
- Make use of the "description" meta tag
- Improve the structure of your URLs
- Make your site easier to navigate
- Content Quality
- Anchor text
- Optimize your use of images
- Use heading tags appropriately
- Make effective use of robots.txt
- Be aware of rel="nofollow" for links
- Notify Google of mobile sites
- Guide mobile users accurately
- Promote your website in the right ways
- Make use of free webmaster tools
- SEO Best Practices
- Webmaster Tools – Links

ASSUMED KNOWLEDGE

We will assume basic knowledge of **HTML and CSS** in this **SEO course**. You should have a basic working knowledge of either the Windows or Mac. An understanding of website build will be an advantage.

COURSE MATERIAL

We typically supply detailed course notes or a reference text, or in some cases both. We provide sufficient supporting material so that you can return to your work place with sufficient confidence to permit further learning. We also supply all source code and a great collection of digital web design books. 90 days unlimited support by phone or email. You also get lifetime support through our Resource Center.

FOR MORE INFORMATION VISIT US AT

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