

Course Title	<b>How to Be Found on the Internet</b>
Instructor	David Partis (Web Design Training Limited)
Duration	9:00am to 5:00pm

## Course Description

On completion of this course, students should be able to demonstrate an understanding of the following:

- Learn about the main objective of a web-site and introduction to internet marketing
- Learn about the key concepts of Search Engine Optimisation (SEO)
- Learn about keywords and key-phrases and their deployment
- Learn about the on-page factors which are related to how a search engine can find your site, title tags, keywords, meta description etc
- Learn about the off-page factors which are about link optimisation and how to build good anchor links and page ranking
- Learn about the search engine monitoring consoles for Google, Yahoo and Bing and how they help the ongoing tuning process of the website for better SEO
- Key understanding of how paid advertising works with Google Adwords and pay per click campaigns

## Prerequisites

There are no hard and fast pre-requisites for this course, however a basic understanding of computers and in general Microsoft applications and the use of navigation menus and toolbars is recommended. Experience with an internet browser would also be of benefit.

## Target Audience

The course is designed to appeal to both customers and newcomers to the web-design industry.

For customers who are interested in how things work and how to gain control of their position on the search engine rankings; this course gives background knowledge and understanding of the key terms and concepts of SEO. It should also provide sufficient knowledge for a customer to conduct a good discussion with their current web-designer or give them sufficient in-sight in to finding a web-design company that can help them achieve their SEO requirements.

For new-comer web-designers, the course gives the concepts and tools that enable good SEO practices to be adopted in the early stages of design and good SEO is becoming a common expectation from customers in today's internet world.

## Course Module Overview

### **Module 1 – Search Engine Optimisation Key Concepts**

This module covers foundation material on internet marketing and what the main objective of a web-site is. We cover the three main methods of internet marketing through direct marketing campaigns, referrals and re-directions from other web-sites and how to be found via search engines. We also take a look at competition and how to determine what their keywords might be and how you can target these to compete directly.

### **Module 2 – Keywords and Keyphrases**

We discuss keywords and key-phrases, domain name selection, page and directory naming and general overview of on-page and off-page factors.

We cover the key tools used for analysis of keywords and we set up a Google and Google Adwords account in preparation for modules 5 and 6.

### **Module 3 – On Page Factors**

We introduce the basics of on-page factors which make up to 20% of any search engine marketing campaign, including all the visible and invisible aspects of your website.

The visible aspects we cover are the make-up and use of page titles, heading tags and content included on your web-page. Invisible factors are the Meta Tags, Descriptions, Keywords and using Alt text on images.

### **Module 4 – Off Page Factors**

This module covers Page Rank, in-bound and out-bound links and linked anchor text. Off page factors make up 80% of any search engine marketing campaign.

### **Module 5 – SEO Tools and Webmaster Consoles**

Here we cover the three main webmaster consoles for the top 3 search engines, Google, Yahoo and Bing. We cover how to find these webmaster consoles and set them up for monitoring.

### **Module 6 – Pay Per Click Campaigns & Adwords**

In this final module we discuss the difference between 'free' organic search engine marketing and pay per click campaigns. We cover the basics of the Google Adwords console but leave the bulk of this subject for a dedicated course coming soon.