

Exclusively available to tailor for in-company courses

Mastering SEO for Marketing

'Amazed at the power of Google, it's a bit scary! Brilliant practical advice given which we will be able to implement immediately.'
Delegate from Wiley on an in-house course

'Really worthwhile – will actively change the way you address tasks you currently do.'
Delegate from Oxford University Press on an in-house course

What does Google make of the content you're adding to your website? If you can confidently answer this, your copy and creative will be found and read by more of your customers. So that's what we set out to achieve during this course, where the emphasis is on improving your organic (free) results.

From free or cost-effective simple measures to increase search engine ranking, to high-impact cost-per click campaigns, this is an inventive workshop built on your company's actual analytics to give very precise and tailored guidance. Real examples and exercises working on your own web content, will ensure you will leave the workshop with the confidence to apply new skills.

Content typically includes:

- Organic search: using web analytics to see where your traffic is coming from
- How search engines interrogate your site: indexing, linking, (crawling), page naming and structure
- Linking strategies, off and on site
- Pay per click search (PPC), AdWord optimisation
- Utilising web analytics to monitor performance of search tactics and inform planning
- Social media and its impact on search
- 'Human optimisation' – how people interact with web pages, and eye-tracking reports.

Course tutors:

Paul Crabtree is a Director of Velo//, a London-based digital marketing communications agency.
Rachel Maund joins him as guest tutor.

This course is not currently available on our 'open' training programme, but the agenda above can be tailored to your precise needs.

Why not ask us about a bespoke version of this course today?

**MORE DETAILS AT www.marketability.info/seo
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