

SEO Training

The features

Weboptimiser's SEO Training is a fast, affordable and effective way to get more from your in-house web team or agency, be a more astute buyer and manager of SEO campaigns, get better results from your Pay Per Click search engine marketing or develop an integrated Internet marketing strategy.

We offer a choice of two SEO training options – our **pre-packaged two day course** and **bespoke SEO training** to address your unique SEO training needs. With the packaged two day course, you'll receive a comprehensive briefing in the art and science of search engine optimisation, with plenty of practical tips and hands-on practice under the trainer's guidance. In fact, we encourage delegates to use their own site (offline of course!) as a training case study.

The syllabus includes how to use **keyword suggestion tools** to identify the search terms your target audience is using, **how to write targeted, keyword-rich tags and content** and **how to plan and implement a linking strategy** to address the 'hubs and authorities' concept on which Google's ranking algorithm increasingly depends. You'll find out which spam optimisation techniques could get your site banned and how to implement an **ethical, brand-friendly strategy**.

For our bespoke SEO training, we'll first analyse your Internet marketing strategy and make an in-depth assessment of your site and your in-house optimisation skills. We'll then create a **tailored training course** that takes all these factors into account and that meets your challenges in the most appropriate way. This could range from advanced coding in Perl or PHP and sophisticated back-end integration to high-end web analytics across a portfolio of sites.

The next step

For more information about Weboptimiser's SEO training services, either email nicholine@weboptimiser.com, call us on 0207 953 7150 or visit www.weboptimiser.com

The benefits

The advantage of our SEO Training is that it gives you access to a team of search engine optimisation experts for a fraction of the price of our full, outsourced service. When it's combined with our SEO Consultancy you'll have a complete, step-by-step optimisation strategy with all the practical support you need to turn vision into results.