



Course Profile

Search Engine Optimisation

This workshop introduces the key areas of SEO and pay per click marketing in an easy to understand and practical way. As well as best practice and a guide to the most useful tools, the course includes the latest trends and practices that will help you achieve highly visible search engine rankings.

Who is the course intended for?

Any individual responsible for promoting the business they own or work in, whether it is accommodation provider, an attraction, or leisure provider.

What will I gain from the course?

An understanding of how Search Engine Optimisation can be used as part of your overall marketing strategy.
Awareness of how vital Search Engine Optimisation is.

Do I need previous skills & knowledge?

No, although having your own website would be beneficial (even if it is created and maintained by some one other than yourself).

Course Method:

- PowerPoint presentation
- Discussion Group

Assessment:

None

Duration:

Half Day

Is there any pre-workshop help?

YES!

A pre-workshop online video tutorial will be available. This will provide some pre-session learning to allow all attendees to get maximum value from the day and to make sure that each person has a common level of knowledge upon arrival.

This is accessible with a password and login only available from TSE upon booking.

What does the workshop cover?

- Search marketing in perspective
- Search engine spiders
- Key phrase research for SEO
- On-Page optimisation
- Link building
- Social media optimisation
- Analysis of performance
- Pay Per Click fundamentals and Google Adwords
- Writing effective ad's
- Quality score
- Site Review (if time permits)

Further Information or booking:

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