

# Search Engine Optimisation (SEO) for Business



**This is a short online course that starts to take the mystery out of Search Engine Optimisation (SEO) so you can understand how you can use it to your advantage.**

## course outline

### IS THIS COURSE FOR YOU?

SEO for Business is perfect for anyone involved in marketing a business or creating content online for websites or social media.

Suitable for PAs, EAs, Office Managers, Marketing Assistants, Social Media Coordinators, as well as those involved in PR, event management, and promotion.

### ABOUT THE COURSE

This short course that begins to take the mystery out of SEO so you can understand how to use it to your advantage. The course has been created for anyone with marketing responsibilities who doesn't have a background in website optimisation. With this course, you'll see how SEO plays a big part in marketing strategies.

The course starts at the very beginning, defining what SEO is and why it's important, before delving into how different search engines work and what they look for.

Guiding you through step by step, you'll understand the 'science bit' and you'll then see how to tap into this to get your web pages and social media content more visible through search engines.

### AIMS AND OBJECTIVES

By understanding how search engines and search engine optimisation work, you'll see how to adapt your web pages and social media posts so they are more visible, more often.

### CAREER PATH

If you're interested in a career in digital marketing, gaining in-depth insight into search engine marketing is a must. This course, with additional training, can provide a strong foundation for a career as a Social Media Coordinator, Digital Marketing Specialist, or a career in Web Design.

### PRE-REQUISITES

None

### COURSE CONTENT

**Module 1** - Overview of SEO

**Module 2** - Keywords

**Module 3** - Link Building

In this course, we'll delve into:

- How search engines work
- What keywords are
- A variety of search engines
- An analysis of competitor SEO
- Using keywords in social media
- Choosing the right keywords and phrases for your digital properties
- Benefits of link building
- Best practices for using SEO

### COURSE DURATION

6 hours. This will vary from individual to individual based on prior knowledge and ability.



### CPD POINTS: 6

CPD points awarded upon successful completion.



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for 180 years.

