

Introduction to Google Website Tools



course outline

This course is designed will help you learn how to leverage the tools available from Google that will maximise the impact of your business' website. We will explore Google My Business, Google Search Console, and Google Analytics.

IS THIS COURSE FOR YOU?

Anyone who has a personal or business website, but doesn't yet use these essential Google website tools will benefit from this course. Using these tools will provide opportunities to develop and improve the performance of your organisation's website.

ABOUT THE COURSE

This is a short online course that takes the mystery out of three essential Google tools. The course will delve into what Google can do for your business website, helping you maximise its efficiency and visibility, as well as monitor and evaluate its performance.

This is a practical course that offers step-by-step guidance on how to make your website deliver for your organisation.

AIMS AND OBJECTIVES

The aim of the course is to get you up to speed with Google My Business, Google Search Console, and Google Analytics so you can better promote your business' products and/or services.

PRE-REQUISITES

None

CAREER PATH

This course will benefit anyone who has a personal or business website, but doesn't yet use these core Google website tools. Training on these tools is ideal if you're working toward positions such as Marketing Coordinator, SEO Specialist, Social Media Specialist, or Marketing Manager.

COURSE CONTENT

Module 1 - Google My Business - Topics include a description of Google My Business, how it has evolved and why it should be used, creating an account, the dashboard, posts, photos, mobile app, best practices.

Module 2 - Google Search Console - Topics include what the Google Search Console is and how to set it up, how to submit site maps, tools to optimise content, typical issues and how to fix them, the URL inspections tool.

Module 3 - Google Analytics - Topics include what Google Analytics is, trends, reports, setting goals.

COURSE DURATION

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



CPD POINTS: 7

CPD points awarded upon successful completion.



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