SEO For Beginners

What is SEO for Beginners?

SEO for Beginners is a one day hands-on course designed for people who want to learn to optimise their own website for search engines in just one day!

What's covered on the day?

- What is search engine optimisation? (And what isn't!)
- Choosing the right phrases to target in the first place
- On-site search engine optimisation – writing keyword rich copy for search engines; internal linking
- Off-site search engine optimisation – building keyword rich links to your website
- Local search optimisation – improving your ranking for local search phrases using Places pages, citations & reviews
- Measuring & improving your performance using Google Analytics
- This is a practical course where you work, on the day, on the optimisation of your own website.

What is included?

- One day of training at Shropshire Chamber, Telford, TF3 3BA (9:30am – 4.30pm) – with no more than 10 delegates on each course
- A £75 Google AdWords voucher, subject to availability*
- An hour's phone support in the 30 day period immediately following the course (worth £50)
- Our very own 'SEO for Beginners' training manual (Priceless!)
- Lunch, tea & coffee.

What do I need to bring?

- Yourself!
- A laptop (Don't have one? We may be able to help, give us a shout)
- Ideally, to get full benefit from the course, you should have access to amend your own website and also have a good website statistics package such as Google Analytics – bring along the login details for these if you can.

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When?

We've set the following dates for 2017:

- Wednesday, July 12th 2017

What time?

- 9:30am – 4:00pm

Where?

Shropshire Chamber,

Trevithick House,

Stafford Park 4,

Telford,

TF3 3BA

[Click Here to see this on Google Maps](#)

Who?

- The course will be led by Helen, Ascendancy's Managing Director and Google AdWords Qualified Individual. Helen is a qualified teacher and visiting lecturer at the Universities of London and Worcester.

What does it cost?

- £260 + VAT or £160 + VAT for Chamber members
- Payment is made to Shropshire Chamber of Commerce – these courses are run in conjunction with them – and can be made online on their website. The Chamber will provide more information when you book.

How do I book?

Book via the Shropshire Chamber of Commerce website at:
www.shropshire-chamber.co.uk

Shropshire Chamber
OF COMMERCE & ENTERPRISE