

## 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's 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.

\* Google AdWords is not covered on this course, but we can provide these vouchers (subject to availability) for those who would like to try running AdWords alongside their search engine optimisation campaign.

# SEO FOR BEGINNERS

## When?

Courses will be run on the following dates:

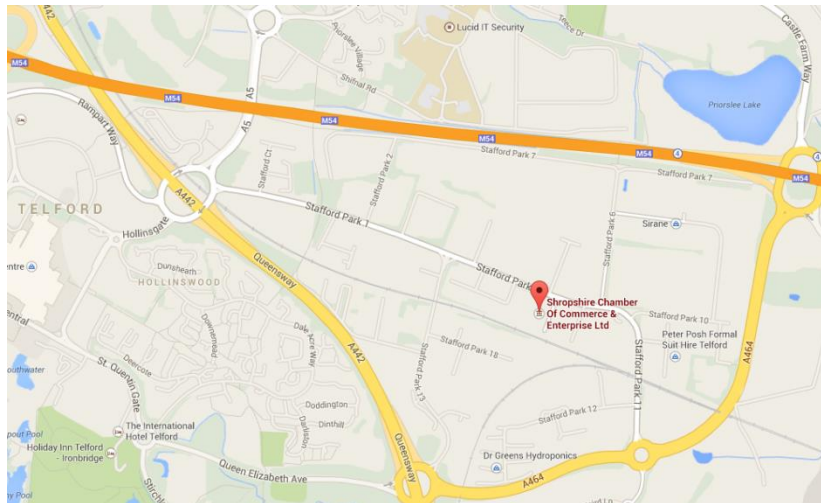
- Wednesday, February 15<sup>th</sup> 2017
- Wednesday, July 12<sup>th</sup> 2017

## What time?

- 9:30am – 4:30pm

## Where?

- Shropshire Chamber, Trevithick House, Stafford Park 4, Telford, TF3 3BA



## Who?

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

## What does it cost?

- £195 + 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](http://www.shropshire-chamber.co.uk)