

Using Google to Generate More Traffic Course Outline

Duration: 3 Hours

Course Description

Most people turn to Google if they are looking for a new supplier. How can you make sure that your potential customers find you online? What does Google care about?

'Using Google to Generate More Traffic' cuts through the myths and magic of optimising your website for Google. It's bursting with practical advice. Above all it's reassuring – yes, you can apply lots of tips yourself... for free.

This course will help Google to help your target market. Get it right and everyone wins.

Who should attend?

Business owners and managers looking to improve the search engine position of their business.

What will it cover?

- 5 easy ways to make your site more visible in search results
- Dispelling the search engine myths – what Google DOESN'T care about
- The one website feature that Google LOVES
- Getting on page one – what matters next