

Search Engine Optimisation, SEO for Small Businesses

Course Title: SEO for Small Businesses

Award: N/A

Course Duration: 5 wks.

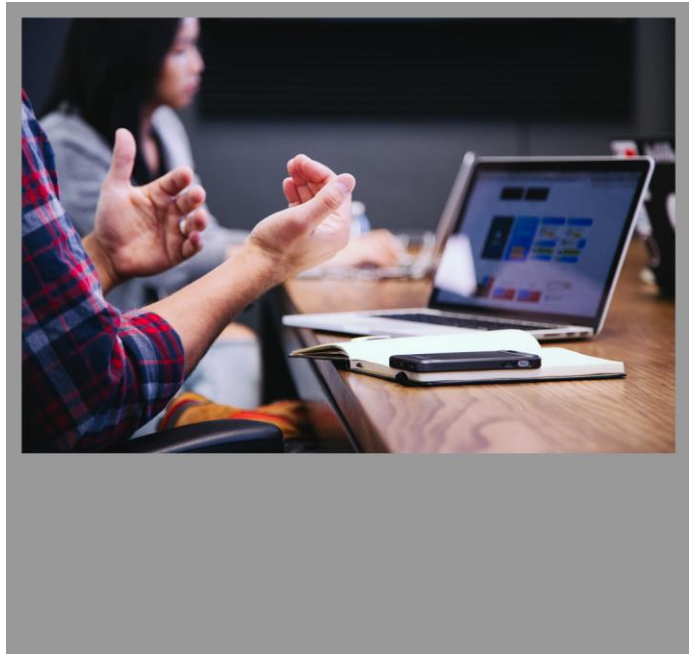
Schedule: Wednesday 19.00 to 21.00hrs

Course Dates: 18th Sep. to 16th Oct. 2019
Course will re- run as follows;
6th Nov. to 4th Dec. 2019

Places Available: 12

***Fee:** €60

**Please be advised that from January 2020
hobby/ self-improvement courses may incur
VAT charged at standard rate of 23%*



Purpose of the Course:

This short course is suitable for those in small businesses or individuals in startups wanting to maximize their web exposure and grow their business.

Whether you consider yourself, a 'techie' or not you will get an opportunity to learn how to optimize your company website or social media presence. Simple well-structured activities will focus your learning. Students will be encouraged to collaborate to solve problems and in so doing share their knowledge.

You will learn the basic techniques required to understand how to increase website rankings and traffic. In addition, you will be given case studies to analyse and investigate. With this background, you will soon be seeing an improvement in SEO results.

Course Content:

Students will receive tuition in the following textile techniques;

- Basic search engine optimization tactics
- Keyword Research, implementation, tools and best practices
- How to get more visibility and exposure online with SEO
- What are the best SEO tools to use

Features of the Course:

- Tuition provided by experienced SEO strategist
- Hands on SEO labs
- Opportunities for collaborative learning

What to bring

- Laptop or any internet connected device

Entry Requirements:

This course is suitable for those with no previous experience in SEO or web analytics.

Application and Enrolment:

Application is by enrolment. Enrolment will take place on the 4th and 11th Sep. from 6pm to 8pm in Liberties College. Payment is by cash or cheque made out to the City of Dublin ETB, Credit Card payments also accepted over the phone. Applicants will be required to enrol and pay the full fee, prior to commencement of the course

Enrolment details available at <https://www.libertiescollege.ie> - information correct as of 2019/07/16