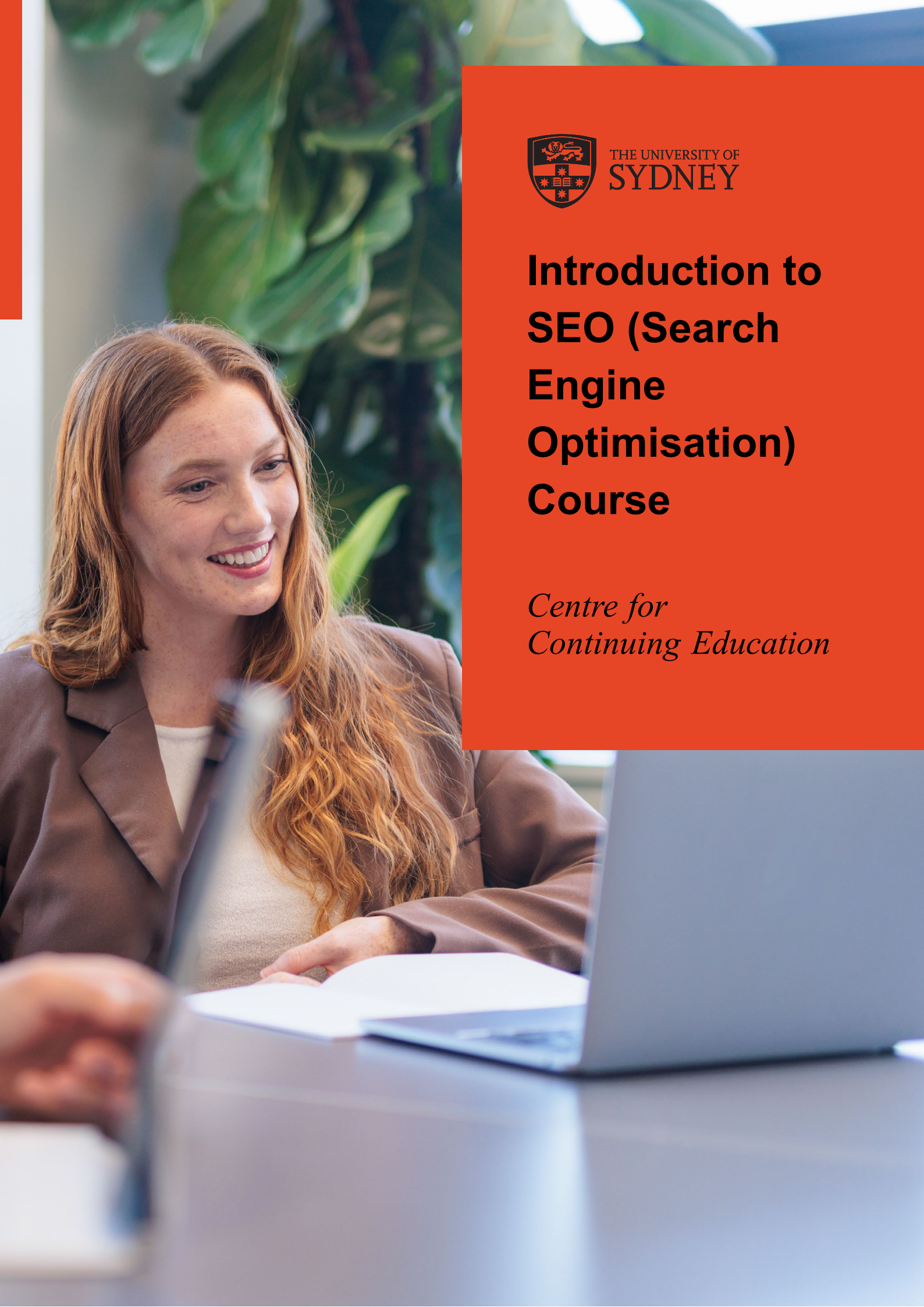




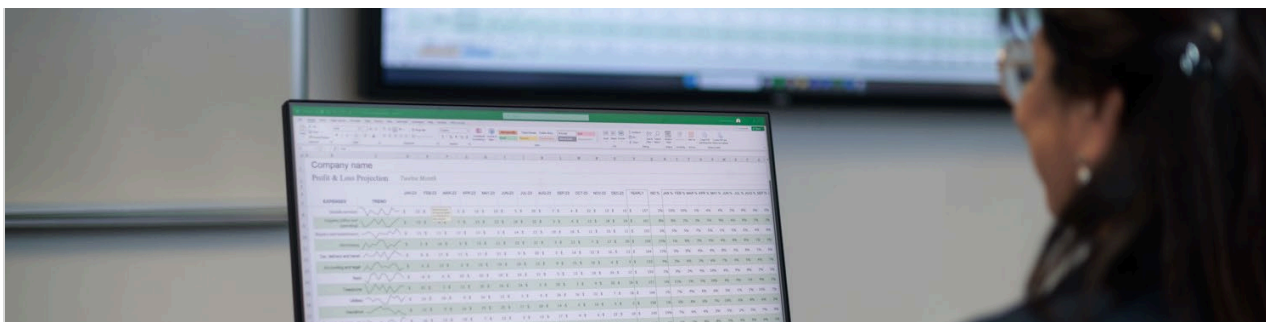
THE UNIVERSITY OF
SYDNEY

Introduction to SEO (Search Engine Optimisation) Course

*Centre for
Continuing Education*



Introduction to SEO (Search Engine Optimisation) Course



This short, introductory course covers the essential SEO (search engine optimisation) techniques necessary for a website to rank well on Google. A successful SEO strategy is one of the primary ways in which business websites can attract new customers.

You'll learn about the core search engine optimisation techniques for any website, including keyword research, writing optimised content, getting web pages indexed by search engines and tracking the outcomes. You'll discover new online tools and resources to implement successful campaigns, learn about 'link popularity' and how to develop an effective link building strategy, and briefly review the role of Google Ads and Google Analytics as part of a search marketing strategy.

Intended audience

Suitable for small business owners or website marketers who want to achieve more website visits from potential customers searching online. You may be planning to improve your own SEO performance or better understand and review the work of a third party agency.



Course duration

1 session, 8 hours total
or
2 sessions, 7 hours total



Time

9am - 5pm
or
9am - 12:30pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)

Materials

Course materials are provided electronically.

Prerequisites

None

What you need to do before the course

Bring along the login details to any existing Google accounts (such as Google Analytics, Ads, Search Console or My Business). Access to a Content Management System (CMS) such as WordPress would also be useful, but it is not essential.



Upon completion

Every participant receives a University of Sydney certificate of completion.



Learning outcomes

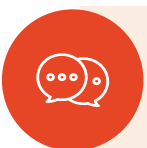
By the end of this course, you should be able to:

- describe the main search engine optimisation techniques for business websites
- discuss the process of effective SEO, including keyword research, writing optimised content, getting web pages indexed by search engines and tracking the outcomes
- consider the impact of AI in the search market, and how it can be used as part of an SEO strategy
- gain access to new online tools and resources to help implement successful SEO campaigns
- understand 'link popularity' and why it is an important part of the optimisation process
- look at ways to develop an effective link building program
- identify ways Google Search Console and Google Analytics can be used as part of a search marketing strategy.



Content

- Overview of search engines and Google results
- The differences between SEO and PPC search rankings
- Why SEO is essential for any website
- What are the main ranking factors used by Google
- How AI is impacting the search market
- Identifying keywords used by searchers
- Planning and implementing optimised website content
- Optimising for local search, images and video content
- Website design issues to consider as part of an SEO strategy
- The importance of links and some 'link building' techniques
- Tracking the results from an SEO campaign
- The use of Google Search Console and Google Analytics



“It was incredible! I learnt so much. I will be doing so many more excel courses because of this one.”

Jodie Kinny

“Our trainer was excellent. They made excel seem easy and funny!”

Kelly Sweeney



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



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We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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