

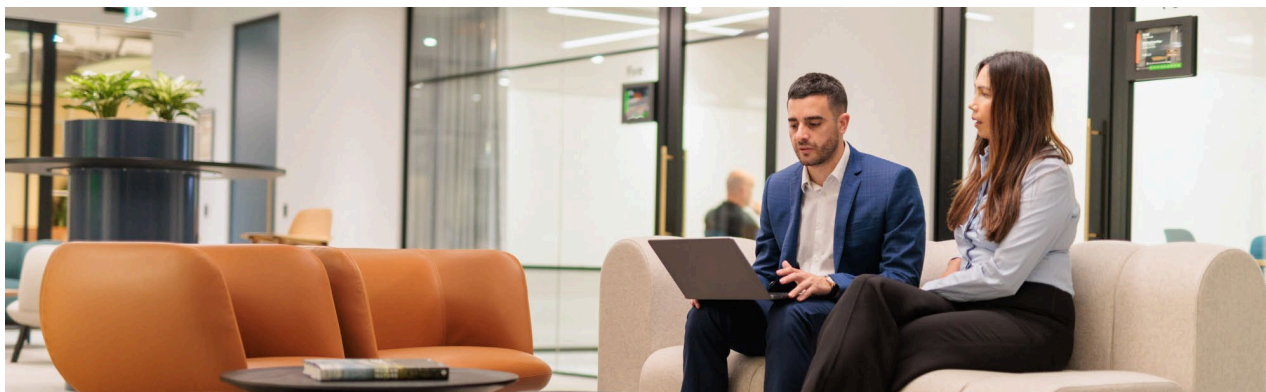


THE UNIVERSITY OF
SYDNEY

Introduction to SEO (Search Engine Optimisation) in the Age of AI Course

*Centre for
Continuing Education*

Introduction to SEO (Search Engine Optimisation) in the Age of AI Course



This short, introductory course covers the essential SEO (search engine optimisation) techniques and current AI-driven strategies required for a website to rank prominently on Google and emerging AI search tools. 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 for traditional search results and AI summaries, getting web pages indexed by search engines, and tracking performance. We will explore how generative AI is transforming how people search, while introducing cutting-edge AI tools and resources to streamline your SEO workflows.. Finally, you'll learn about 'link popularity' and how to develop an effective link building strategy, along with the use of Google Search Console and Google Analytics as part of a search marketing strategy.



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](#)

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.

Prerequisites

None



Upon completion

Every participant receives a University of Sydney statement of completion.



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 in a changing environment
- 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, including AI generated content
- 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
- Considering the requirements for AI search results
- 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.



“Great course. Learnt a lot of practical skills that can be directly applied to our SEO strategy. Loved the live feedback that we received on our brand.”

Courtney Berthaly



“The course was wonderful. I learnt so much about SEO that I can now implement into my website and blog. This course is perfect for anyone that needs guidance on SEO, whether a beginner or more advanced.”

Linda King



“A very useful course! The facilitator is an engaging instructor who presents the content in a clear and accessible way. What I appreciated most was how he combined theory with live demonstrations, making the concepts much easier to grasp.”

Alejandra Cantillo



Materials

Course materials are provided electronically

What you need to do before the course

Please bring along the login details for any existing Google accounts you have access to, such as Google Analytics, Google Ads, Search Console or Business Profile.

Access to a Content Management System (CMS) such as WordPress would also be useful, but it is not essential.



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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