

SHORT COURSE: SEARCH ENGINE OPTIMISATION (SEO) FOR ONLINE VISIBILITY

You ignore to your client and company's detriment, the marketing and business opportunities that search engines, mobile and social media can bring via the internet. As Internet and Intranet users increase daily, social media and Internet marketing and communication opportunities grow exponentially.

Learn why and how to optimize your website and web presence. Consultants, small business owners, entrepreneurs, marketing and public relations practitioners **must have** a hands-on SEO capability for optimising brands, blogs and websites.

It is imperative to do everything possible to keep you and your clients within the top twenty-20 web pages search results, as research has shown that browsers rarely progress beyond the first 2 pages. Every time a keyword search term is entered into a search engine, such as Google, Yahoo or Bing, there are hundreds of thousands of websites in competition for this keyword phrase– optimise presence and maximise ROI.

CONTENT:

Module 1 Introduction

- Course outcomes and benefits
- Web Trends
- Benefits from Web 2.0 Marketing
- The growing social media landscape

Module 2 Internet Marketing strategy

- Effective Internet Marketing campaigning
- Deployment of Internet Marketing tools
- SWOT analysis
- Setting benchmarks and targets

Module 3 Preparing your website

- Domain name registration
- Navigational / page structure
- Integrated business blogging platform
- Selecting keywords / keyword research

Module 4 Preparing for Search Engine Optimisation (SEO)

- Organic versus Paid Search Decision
- Google Search Engine Basics
- Registering a Google account
- Google Webmaster Tools
- Google Webmaster Guidelines
- In-site Search Engine Optimisation
- SEO Software

Module 5 Strategy and deployment - for optimum online visibility

Outbound vs. Inbound Marketing
Getting Found Online
Leveraging Online Visibility
Online Advertising
PPC Advertising
Online Social Media Strategy
Competition Audit

Module 6 Client-Centric strategy and deployment

Content updating strategy and establishing policy
Social Media as Inbound marketing
Social Media - Best Practice Case Study
Monetisation strategy / deployment
Interactive communication strategy / deployment
Customer Relationship Management
Tools for building customer relations online
E-mail strategy and database response handling

Module 7 Measurement and Return on Investment (ROI)

Analytics software
Analytics strategy
Analytics deployment
Management reporting
Measuring ROI

Module 8 Maintenance

Review / Updating
Integrated communication strategy
Business plan / marketing plan
Reputation management

Entrance qualifications:

Computer literacy, national senior certificate or equivalent

Assessment:

Assignment based

Duration:

20 hours

Start Date:

8 May 2010

Venue:

55 Somerset Rd, Green Point, (opposite Victoria Junction Hotel)

Course fee:

R3000.00

Interested participants to contact:

Tel: 021 460 4284 / 8316

Fax: 086 510 0716 / 27 21 460 3717

Email: gcm@cput.ac.za

A limited number of participants are accepted for the course.

Applicants are advised to apply as soon as possible to avoid disappointment.