



An introduction to Search Engine Optimisation (SEO)

The aim of this workshop is to improve your online presence through simple and inexpensive techniques and tools to boost your web visibility and consequently traffic to your web site.

Date: Tuesday 16 March 9.15-12.30

Location: i2 CIDO Innovation Centre
73 Charlestown Road
Craigavon
BT63 5PP

Google map ref: http://bit.ly/i2_cido

Cost: £40+VAT

The workshop will help attendees to:

- de-mystify the black art of attracting web visitors;
- define their target audience and understand their behaviour;
- develop the content relevant to that audience;
- see how Google Analytics provides essential information about access to content;
- review the potential of the social media-related services.

It's not the high volume, it's the high quality traffic you want... an audience that counts!

If you would like to attend this workshop, please contact us on:

- +44 28 9581 0551 (phoning from NI, please use 028 in front of number) or
- emailing us at support@platypusconsultancy.com.

Comments from our attendees:

"Having attended the SEO course I now understand how websites can be easily tailored to increase visitors. The course was very user friendly and covered everything I expected and more. I now understand how important ensuring correct metadata is used in relation to the content and the need to keeping them upto date. Once I completed the course and changed a few items on the website and noticed an immediate difference. I would definitely recommend it to any organisation trying to increase traffic to their website."
Catherine Jones, CIDO

"... the SEO course was clearly tailored to the capabilities of all in attendance - the content was relevant and extremely useful. Christine really knows what she's talking about and is extremely personable. I can confidently say of all the courses and workshops I have attended over the past year, this was one where I was able to take something away and apply almost immediately." Bernadette Bradshaw, MD, Mule Trading