
Search Engine Optimisation and Google Analytics

Audience for this course:

This course is designed for tourism operators who wish to optimise their website for Google and use Google Analytics to improve website effectiveness. The course builds on material presented in the introductory course which describes the main elements of e-marketing and e-distribution for tourism.

Pre-requisite skills:

People attending this course should have previously attended NDA's *On-line Tourism Marketing and Distribution: Introduction* and *Design & Maintain Simple Websites* courses or have equivalent skills and knowledge.

Duration

Half day.

Course Outcomes

On completion of this course attendees will be able to describe how to:

1. Optimise a website for search engines
2. Use Google Analytics to assess website effectiveness

Course Content

Search engine marketing (SEM)

Increasing your page rank by adding inlinks

- How to count your inlinks
- How to obtain inlinks
- How to obtain reciprocal inlinks
- Text link ads - to buy or not to buy?
- Anchor text optimisation
- Summary

Improving the visible content of your website

- White hat and black hat optimisation
- How to identify relevant keywords
- Include keywords in page titles
- Include keywords in headings
- Include keywords in body text
- The first paragraph of page content
- Other places keywords might appear
- Limits to keyword repetition
- The importance of outgoing links
- Pathnames, filenames and internal links

Improving the invisible content of your website

- Are meta tags important?
- The Title tag
- The Description tag
- The Keywords tag
- Images and alt text

Web analytics

- How to set up Google analytics
- How to interpret the results

Glossary

Appendix 1: Search Engine Marketing (SEM)

Appendix 2: Social Media Optimisation (SMO)

Appendix 3: Web page optimization for search engines

Appendix 4: How to use HTML meta tags

Appendix 5: Web analytics