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# Search Engine Optimisation and Google Analytics

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## Audience for this course:

This course explains and demonstrates Search Engine Optimisation (SEO) and Google Analytics. The course will assist participants in optimising their website for Google and using Google Analytics to measure website effectiveness. The course builds on material presented in the introductory course which describes the main elements of e-marketing and e-distribution.

## Pre-requisite skills:

People attending this course should have previously attended NDA's *An Introduction to e-Marketing and e-Distribution* or have equivalent skills and knowledge.

## Duration

Half day (1.30pm – 5pm).

## 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

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### Search engine marketing

- The goal of search engine optimisation
- The importance of keywords
- Avoid having too many keywords
- A proposed solution
- How to identify relevant keywords
- How to optimise a website for search engines
- White hat and black hat optimisation

### Optimising inlinks

- How to count inlinks
- How to obtain inlinks
- How to obtain reciprocal inlinks
- Anchor text optimisation
- Examples of links pages

### Optimising the visible content of a web site

- Keywords in page headings and body text
- Other places keywords might appear
- Review exercise 1
- Review exercise 2

### Optimising the invisible content of a web site

- Meta tag overview
- Anatomy of a Google search
- The title tag
- The description tag
- The keywords tag
- Images and alt text
- Review exercise 3
- Review exercise 4
- Some useful SEO web tools

### Web analytics

- How to set up Google Analytics
- The content of Google Analytics reports
- The Dashboard report
- The Visitors report
- The Traffic Sources report
- The Content report
- The Goals report
- How to get value from Google Analytics

### Glossary