



SO Direct... S.E.O. Obvious...

SO Direct PR and Marketing Services Ltd

SO Obvious

S.E.O. Course

Cost

SEO Training Courses

SO Direct have domain experts who present these popular one day courses have an in depth knowledge and exemplary track record in Search Engine Optimisation (SEO).

The one day training course. Gives delegates an in-depth insight into REAL SEO which will enable them to optimise their own and or company website.

SO Direct SEO training courses give our clients the competitive edge required to boost sales and profitability through their electronic media in today's fast moving global marketplace.

£250 per delegate + VAT

Course Content

0900	Refreshments and Registration (course packs)
0945	Introduction (SO Direct)
1015 – 1045	Getting your voice heard above the crowd (User)
1045 – 1130	Training Part I – How to beat the competition however big they are: What to SEO – Keyword Research, Competitor Analysis (Domain Analyst)
1130 – 1145	BREAK
1145 – 1245	Training Part II On site SEO – Website Promotion: Tips and Strategies (Domain Analyst)
1245 – 1315	LUNCH
1315 – 1415	Training Part III Off site SEO – Internet Marketing and Web Promotion: Strategy and Tactics, encompassing SEO and other techniques that send traffic to the desired website (Domain Analyst)
1415 – 1445	BREAK
1445 – 1530	Open Forum followed by Summary of the day and findings (All)
1530 – 1600	Any other questions and departure

Delegates please complete “customer survey forms” how did you find the day; presenters; course content; what would you like to see on future courses.

Monthly email update to all course delegates

Monthly e-zine with hot tips to keep the SEO on track

£50 pcm + VAT