

Connecting you to Opportunities and Success.



Understanding SEO

Module Objectives and Learning Outcomes

- ✓ Gain insight and understanding into SEO as a concept
- ✓ Explore the core areas and factors that influence SEO
- ✓ Learn how to utilise these factors that help to increase your website traffic
- ✓ Understand how to improve your website and pages performance for SEO
- ✓ Explore the different tools available and how to utilise them
- ✓ Identify the areas to focus on first, with a suggested process to assist progress
- ✓ Understand the importance of SEO as part of your overall marketing strategy

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