

## Introduction to Search Engine Optimisation

Location	Stretford Campus
Course Type	Adult
Department	Computing
Start Date	Monday 3rd February 2025
Duration	Part-time, 11 Weeks
Time	18:00 - 20:00
Fee	£ 120.00 You may be eligible for support with your tuition fees - please visit the college website - funding and finance page for further information
Course Code	TPQ-CPXZ-1001

## Course Overview

---

The key to your website's success is making sure that your customers can find you when using a search engine. In this course you will learn the techniques and strategies that can be used to improve the performance of your website. It is a blend of search engine optimisation training (SEO) and a little pay per click training (PPC).

## Course Requirements

---

Participants are not required to possess any previous knowledge or expertise. We welcome individuals with a genuine enthusiasm for the subject and a willingness to actively engage and contribute.

Although this course is available for all to attend it is highly suitable for individuals who have editing rights for their own website.

## What You Will Learn

---

This course will show you how to analyse your website, increase traffic to your website and build an SEO strategy.

## Assessment

---

There will be no formal assessment.

## Progression

---

Upon successful completion, Students may wish to develop their computing skills further and enrol onto the courses below:

Level 3 Award in Coding and Logic

Level 3 Award in Cloud Services

Introduction to Programming with Java

Introduction to Ethical Hacking and Kali Linux

## Career Options

---

1. SEO Content Executive
2. Technical SEO Specialist
3. SEO Strategist

## Mandatory Units

---

1. SEO Fundamentals
2. Technical SEO
3. Links
4. On Page SEO
5. Mobile SEO
6. Local SEO
7. Competitor Analysis
8. Penalty Recovery
9. Digital Marketing
10. Technology

## Contact Details

---

For further information please contact T: 0161 886 7070 or E: [info@trafford.ac.uk](mailto:info@trafford.ac.uk)

## Disclaimer

---

Although every care has been taken to ensure that the information contained within this document is accurate, there may be changes to this programme and provision. We will endeavour to keep prospective and current students updated where appropriate and when the information becomes available.