Search Engine Optimisation

Parachute Digital Academy

SEO course - 1 day

Drive more traffic to your website and make your content attractive to people already looking for the information that you have. Let us show you how to increase your Google ranking with SEO.

Is this course for you?

Are you a fundraiser or marketer, but not a techie?

Are you struggling with SEO and want to know how to increase your Google ranking for key pages on your website?

Do you want to rank higher in Google search results? If yes, then this is the right course for you!

What you'll get from this SEO course

When you have finished this search engine optimization course you'll be able to optimise your website for Google's search engine. You'll have learned techniques for better linking and use of keywords and anchor text to increase the number of relevant people visiting your website.

What we'll cover

- What is Search Engine Optimisation?
- Optimising website content for Google
- How people search
- SEO fundamentals and tactics
- On page SEO: keywords, links, headings, meta tags and content
- How to influence SEO
- SEO strategy
- Free SEO tools

When, where & how much?

This is a full day course, we start at 9:30am and finish at 5:00pm

Location: Sydney CBD and Melbourne CBD

Investment: $599 + GST per person, including lunch

Want to know more?

For more details please call our Training Wizard: **Dianna Verlaan**, on 0417 732 217 or email us at training@parachutedigital.com.au

ENROL NOW

BECOME A DIGITAL CHAMPION!

Call Dianna on 0417 732 217 or

Book via the course calendar online.