



editorial training consultants

## SEO

By the end of the programme you will understand how to optimise your content for search engines.

### Content:

- What is it and why is it important?
- The role search plays for surfers as they hunt for information v brand recognition and bookmarking
- Different methods of getting listed high in search engines
- The phenomenon of google – are we writing for the audience or writing for google?
- Google's algorithm and how you can use it
- How individual journalists are responsible for SEO of their own content
- Common measurements of digital success – and how SEO plays a part
- Using SEO to target new and existing audiences
- How to integrate keyword phrases into text
- When to use metadata, tagging and code
- How social recommendation and social bookmarking play a part in SEO

**Doing it:** Sample search exercise for user behaviour analysis; use the free tools in google and yahoo to monitor your own and your competitors' sites; analyse current site stats and work on a plan to improve them; create an updated SEO and metadata plan.