

beat the credit crunch!

DIY SEO

do it yourself search engine optimisation course

the road to *success*

Beat the Credit Crunch and see some of the things that you can do to your website yourself that will help influence your positions and ratings with the likes of Google.

Gain an insight into the basics of SEO and see if your site is up to scratch...whether you are looking after it yourself or paying somebody to do it for you. This course provides you with a greater understanding of how search engines work and what they can mean to your business.

Recently secured funding means that this course is available to you at a substantially reduced cost.

We will show you all you need to know about:

- keywords, page titles, and descriptions
- what's hot and what's not in the world of search engines
- how to write search engine friendly text for your website
- the use of images and how to make them work for you on your site
- how to get better ratings by using a Content Management Systems (CMS)
- how to manipulate your own images for the web
- implications of the Disability Discrimination Act 2003 on your website

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