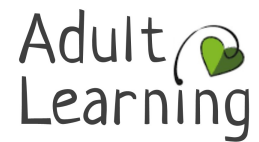


Adult Learning - Course Information Sheet



UCC6BA41 - Get Your Website Found

Caroline Chisholm School

Wooldale Road
Wootton Fields
Northants

NN4 6TP **Room** E14

Start Date: 22 June 2019
End Date: 22 June 2019
Start Time: 10:00
End Time: 16:00
Day: Saturday
Weeks: 1
Tutor: Mr Everet Mckie

Course description

To give students an insight into the complexities of site search and to equip them with the knowledge to be able to perform basic SEO for themselves.

Course outcomes

- a) Explain the term SEO (Search Engine Optimisation)
- b) Explain why SEO is important
- c) Recognise which SEO techniques are the most effective
- d) Perform some Search Engine Optimisation techniques

How will the course be taught?

By demonstration, PowerPoint and handouts. The use of teaching aids such as computers and internet access. Student participation in practical tasks.

Could I gain a certificate?

No

What do I need to bring?

Writing materials. USB memory stick if possible.

Further support or progression

Using Social media for Business

Health and Safety

When you enrol, please let us know if you require additional personal support to participate in this course. Your tutor will give you information about Health and Safety on the first day. For information on how to keep safe online go to https://safety.lovetoknow.com/Internet_Safety_Adult and <https://takefive-stopfraud.org.uk/> national awareness campaign. To report suspected scams, or get help and advice about preventing scams call the Citizens Advice consumer helpline on 03454 04 05 06.

Further information

Northamptonshire Adult Learning Service work in partnership with National Careers Service advisers who can provide information, advice and guidance on skills, learning and work. National Careers Service can be contacted by telephone 0800 100 900 or text your name and the word ADVICE to 07766 413219 and an adviser will call you back for free or go to <https://nationalcareersservice.direct.gov.uk/>

