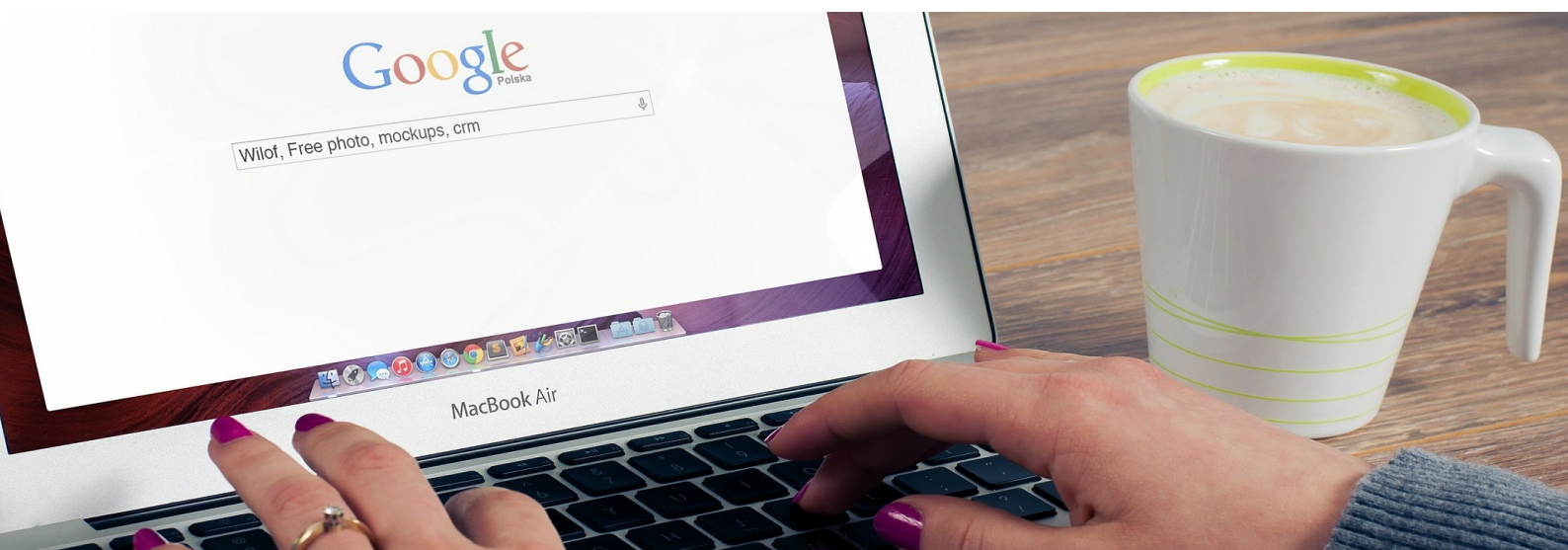




## Online marketing: SEO for beginners



**Dates:** 5, 12 November 2018  
**Duration:** 12 hours (2 days)  
**Hours:** 9-12 am / 1-4 pm  
**Venue:** CCI France Myanmar  
**Trainer:** Mrs. Carine Le Port  
**Language:** English  
**Rate:** \$150/Members  
\$200/Non-members

### OBJECTIVES

- Know why SEO is important
- Understand the key terms & concepts and how they fit within a standard webpage admin page
- How Google search engine works (SERP)
- Understand the updated Google guideline for SEO (2018)

### DETAILED CURRICULUM

- Introduction to SEO and SERP
- Conduct keyword research & analysis with Google Analytics
- Implement effective link building locally
- Audit the SEO quality of your website

### WHO SHOULD ATTEND?

Anyone who would like to understand how SEO works particularly with Google search engine and how to optimize your local business website administration.

This is not a course for IT specialist. The content does not cover creating websites and HTML coding.