



## Search engine optimisation workshop

*How you can enable your website to perform better in search engines*

1-DAY CONSULTING AND TRAINING WORKSHOP

### Workshop overview

With the Internet being the first place that people look for information, it's important that websites perform well in search engines. As a website owner you need to know enough to make informed decisions about the best way to optimise your own website for search engines. Our one-day workshop focuses on search engine optimisation techniques that are proven, based on Google's guidelines, published standards and best practice. We focus on your website's specific issues, so that you come away from the day not only better informed, but also with a practical set of steps you can use to immediately begin optimising your own website.

### Intended audience

This workshop is intended for key website stakeholders within the organisation, including board members, senior management, marketing teams and IT teams. The content of the workshop will be tailored to meet the needs of the audience, so if, for example, those attending have a greater technical knowledge, such topics can be explored in more depth. The workshop is useful both for those organisations which have a problem with their current website, or for those about to launch a new website. By exploiting our expertise, organisations can make improvements far more quickly, avoiding trial and error.

### Venue

On site or off site, as preferred.

### A unique combination of consulting and training

Most training gives you knowledge but little or no help in applying it; most consulting tends to protect or hide knowledge. Our mix of consulting and training provides the background knowledge needed to take informed decisions, while guiding you to solutions that are targeted at your specific needs.



Labrow Marketing

# Workshop format

*The workshop is divided into three main sections, separated by breaks.*

## 1: Understanding of needs

While there can be a multitude of reasons why a website may perform badly in search engines, you're only going to be concerned with those that directly affect you. So, the initial assessment focuses the whole workshop around your website's specific issues – by examining what those issues are. The assessment looks at:

- the history of the website's development.
- plans for the website's future development.
- issues with the website's search engine performance.
- commercial and search engine goals for the website.
- performance of competitors' and peers' websites.

## 2: Search engine 'essentials' briefing

This briefing provides a solid grounding on key search engine information that all website owners should have, imparted in an engaging and interactive way. Although based around a structured presentation, the session provides ample scope for discussion. The session looks at the essential factors that affect how a website performs in search engines, including:

- key elements of search-engine friendly website pages.
- things which inhibit search engines.
- how people actually search.
- keyword and content strategy.
- page titles, meta tags, headings and links.
- links from other websites.
- using analytics to measure traffic and site performance.
- short-tail and long-tail searches.
- why it's not 'all about hits': converting visitors into buyers.

## 3: Definition of solutions

Seldom is there one single answer to a website's search engine problems: a range of solutions may be required, or there may be a choice of solutions. During the final session, possible solutions to the website's search engine problems are discussed and agreed.

## Post-workshop report (optional)

So that the findings of the day don't go undocumented, we can produce a report of the issues and solutions identified as part of the workshop.

## Detailed follow-up (optional)

To progress beyond the scope of the workshop and add greater detail to the solution, further analysis may be required. In addition, the potential solutions may require documentation in more detail. This can be undertaken on the client's behalf following the workshop, with the results presented at a later date to the workshop's original attendees.



Labrow Marketing

## Consultants' profiles

Peter Labrow has been developing websites since 1995. Since then, Peter has provided website development and



consulting services to organisations of all sizes – from single-person businesses to multi-million pound turnover organisations, including the UK's leading IT training company and the UK's largest adult hospice. Peter is a member of the UK Web Design Association and a Fellow of the Institute of Copywriting.

Stewart Twynham is an experienced IT consultant with over 18 years' experience in website development,



Internet applications and associated technology. Stewart works with organisations of all sizes and his clients include leading recruitment companies and several of the world's leading car manufacturers. Stewart is a member of both the British Computer Society and the Institution of Engineering and Technology.

*Workshops can be facilitated by one or two consultants, as required – using one consultant reduces costs; using two brings a wider range of expertise to bear on the issues more quickly.*



**Labrow Marketing**