

Maximising your Search Engine Optimisation (SEO) & Data Analytics

Introduction

Learn how to increase your competitive advantage by understanding your customer's behaviours, increase traffic to your website and ultimately your conversion rate and improve your overall website performance.

This practical workshop will firstly walk you through the benefits of having a strong SEO presence, before looking at how to navigate your Google Analytics account and understand your reports to maximise your marketing efforts.

Pre-requisites

To fully participate in the workshop, you will be required to set up a Google Analytics account and have a Google search console account already open for your organisation and linked to your website. These can be found below and are free to set up:

- <https://marketingplatform.google.com/about/analytics/>
- <https://search.google.com/search-console/about>

Who is it for?

This workshop is designed for individuals who have responsibility for managing their organisation's marketing activity and are looking to develop their knowledge on how to measure SEO performance on their website and understand the effectiveness of their marketing through their data.

What will I get out of it?

- How Google analytics should be set up for your business
- Understand how to navigate Google Analytics and read Google analytic reports
- Track who visits your site and the importance of tracking visitor
- Identify opportunities to beat the competition
- Learn how to avoid over-optimising
- Keyword intent – how to think about your strategy and end goals

Workshop structure

Morning

- What is SEO (search engine optimisation)?
- What are the benefits to your business of a strong SEO presence?
- What influences your SEO presence?
- Google Analytics: What to track, measure and how to interpret data

Afternoon

- Google Search Console: How it works and what it tells you
- Keyword and competitor research: Identifying opportunities to grow
- Reviewing helpful tools to improve your SEO and data analytics

Duration

1 full day workshop

Dates

Contact our Digital Skills team for upcoming workshop dates

Timing

- Registration: 09:15
- Session: 09:30 – 16:30

Pre-requisite

SME's attending must have a Google Analytics account and Google search console account

Location

Frenchay Campus, BS16 1QY

Cost

Fully subsidised for Workforce for the Future registered SMEs

Book your place

Contact our Digital Skills team to book your place on the next workshop

Contact

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