

# Googlegeeks.co.uk – SEO Training Course

## Introduction

Anyone with a website will understand the necessity for search engine optimisation (SEO) and we have deemed it totally unnecessary to go into the benefits here.

Needless to say, a website is not worth having if nobody can find it.

Google Geeks, in various incarnations, has been around since 1996 and, given the inherent wealth of experience in SEO, we thought that it was about time that we shared our knowledge with the select few.

We may offend some people by treated everyone as a beginner in this field but we do need to establish, very early on, the building blocks of SEO as we have seen, time and time again, so-called 'experts' overlooking the fundamentals as they troop down one route or another in the attempt to gain that heralded number 1 ranking.

The reader can be assured that we will not be offended in any way if you decide to skim read through the beginners' sections as long as you understand that, contained within these sections, are tips and tricks that you may not have even contemplated yet.

As for those who truly are beginners, there is always help available by email at [help@creativebox.ltd.uk](mailto:help@creativebox.ltd.uk).

We are also assuming that each and every one of you has 'a project' – a website on which to work and practice your skills as we take you, step by step, through the maze of SEO.

## What You Will Need

In order to get the best out our SEO courses, we recommend that you lay your hands on the following:-

A website

FTP Access to that website (there are many free FTP applications available). This will allow you to download the site onto your own PC, work on the site, then upload the 'new version.

Macromedia Dreamweaver – this is by far the best 'web editing' software available but, if costs are prohibitive, you can use word pad.

That's it J

Whoever put your website together will have FTP details. If there is only 'back-end' access (i.e. through a control panel) available then so be it and you'll have to do your best that way round (again email us for help whenever you want.

We will be going through the optimisation of html, php and asp websites so, before we start in earnest, could you please email us with your website URL so we can see what's what.

## Time to Start

The very first thing we need to do is to set up a control spreadsheet. Type your keyphrases into Google and record just where the site is at present. There's no need to go past Page 5 as no-one else ever will. Once you've done that, save it somewhere safe as, week after week, we will be asking you to repeat the exercise so you can what progress has been made.

There are no time limits to our SEO courses. When you have completed 'a block' and we have noted the site's improvement in the search engines, tell us about it (tell everyone about it) and we'll send you the next module.

We await your ranking report (Excel would be fine).

Google Geeks