

Learn how to improve your online presence and win new business

To help North East businesses reach their full potential in online marketing, Business Link is offering a number of fully-funded training workshops on Search Engine Optimisation (SEO).

This training is designed to equip individuals with the skills they need to really make a difference to their online marketing – it's fast-paced and filled with the latest tips and tricks. We'll ensure that you leave the sessions with a clear and practical understanding of how to use the skills that you gain.

This course is absolutely packed with content and is designed to take individuals with basic 'user - level' knowledge of search engines to the point where they can effectively control and implement the online marketing plan for an organisation.

With a tailored mixture of teaching, practical examples and hands-on work, this workshop will allow you to rapidly build skills that will be retained and can be further developed.

This training session will explain how SEO systems actually work and show you how you can improve your rankings, but also ensure return on investment.

The day-long training sessions are taking place across the region on the following dates and at the following venues:

15th June - Beamish Hall, County Durham
16th June - Longhirst Hall, Morpeth
18th June - The Marriott Hotel, Gosforth
22nd June - Blackwell Grange, Darlington
23rd June - Wynyard Rooms, Wynyard
24th June - Copthorne Hotel, Newcastle
1st July - The Marriott Hotel, Gosforth
2nd July - North East Business Innovation Centre, Sunderland
5th July - Beamish Hall Hotel, County Durham
7th July - The Thistle Hotel, Middlesbrough.

Each session will start at 8.30am and finish at 5.00pm.

How to register

Places are limited therefore to register to attend one of these training days, please visit www.eventsnortheast.co.uk/training/

Alternatively, please email training@businesslinknortheast.co.uk with any enquiries.

Please note, a delegate can only attend one fully-funded workshop in a 12 month period.

Alternatively, if you have more than 10 employees who would benefit from attending this training session, Business Link would be willing to deliver a training workshop at your premises.

