

# Search Engine Optimisation : Copywriting

## Course Description

Well crafted copy engages customers and search engines alike. This course will teach you to write so you engage your audience with captivating copy while your keywords rank highly with Google. You will learn to incorporate your keywords into your copy without contrivance or clunkiness which are turn-offs for existing and prospective customers

## Pre-Course Requirements

Some knowledge of SEO principles and writing for the web would be useful.

## Search Engine Optimisation : Copywriting

### Pricing & Availability

<b>Course Duration:</b>	One Day
<b>Public Scheduled Course:</b>	£325.00 plus VAT
<b>Public Scheduled Dates:</b>	10-01-2018 at London Bridge 09-02-2018 at London Bridge 07-03-2018 at London Bridge 06-04-2018 at London Bridge
<b>Private Course:</b>	£545.00 plus VAT for individual tuition.  Call for prices for private groups of two or more.
<b>Follow-on Courses:</b>	Not Applicable
<b>Post-Course Support:</b>	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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## Introduction

- Copywriting techniques
- Engaging an online audience

## SEO Copywriting Basics

- A few essential guidelines
- Examples of good and bad online copy

## Choosing the Right Keywords

- Tools for choosing keywords
- Different types of keywords (broad vs narrow)
- How to think like your customers

## Anatomy of Optimised Copy

- Headers
- Intros
- Sub-heads
- Links

## SEO Copywriting Mistakes

- Avoiding keyword cramming
- Avoiding irrelevance
- Avoiding contrivance
- Avoiding lack of flow

## Writing Search Engine Optimised Copy

- Understanding your audience
- Writing to suit different contexts:
  - web pages, landing pages, social media, emailshot, blogs
- Finding the right tone of voice
- Writing to length
- Using keywords to build narrative structure
- Knowing where each keyword should go
- Using blogs and social media platforms

## Questions and Answers