WESTERN SYDNEY
BUSINESS CENTRE

WORKSHOP

SEO Basics

Workshop Details

Date
Wednesday 4th December, 2019

Time
6:30pm-8:30pm

Venue
Wentworthville Community Centre, 2 Lane Street, Wentworthville, 2145

Cost
Free to attend

Bookings
Click here to book online

Workshop Overview

As soon as you set up your domain name, you're inundated with people offering SEO services, often from an Outlook or Hotmail address that should raise suspicion. Some people have been legitimately quoted $300 – $3000 a month for SEO activities. Either way, neither of these options are often palatable for small business.

In this SEO basics workshop, we're going to show you that SEO is not a mystery black box and makes a huge difference to the visibility of your website. We'll learn some basic SEO techniques you can use yourself and some simple tools we can utilise to monitor SEO progress. This will set you up to learn more, or outsource with some understanding and less chance of being ripped off!

Workshop Presenter

Jane Tweedy

Jane Tweedy is a small business advisor, consultant and trainer. Jane is passionate about helping small businesses succeed and has an interactive style, ensuring all participants receive great value from their investment. Jane works for Western Sydney Business Centre as a small business advisor, and provides training as part of her new business, FAQ Business Training.

Jane has a broad background in corporate, volunteering and small business. This provides for a unique perspective at a strategic and detail level. Jane is a lifelong learner and you will benefit from her wealth of applied knowledge and experience.

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