



Start, grow, adapt or run your small business

SEO – beyond the basics

Tuesday 8th June, 10am-12pm

SEO is a set of web best practice techniques that allows the information you publish on your website to be discovered and understood. It is then ranked against similar websites on search engines, like Google. In the SEO Basics workshop you learnt that SEO does not have to be a mystery. You learnt simple SEO techniques to employ yourself, as well as some simple tools to monitor SEO progress. An understanding of the fundamentals set you up for future learning in this area, as well as to help you when outsourcing this work. Now in the SEO – Beyond the Basics workshop we cover additional techniques, both within your website and externally, that will help boost your search engine ranking. This means more people will see your website.

Presenter: 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.

There is a Maximum of 20 spots available.

This is a live online event and will be recorded. Those who attend will receive a copy of the recording & any available resources.

Business Connect is a dedicated and personalised NSW Government program that provides trusted advice to help you start, run, adapt or grow your small business



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Online Workshop
FREE