



Website Optimization

Skill Level: Advanced

Do you have a website but no one can find it? Do you struggle to get a high listing on search engines such as Yahoo and Google? Do you want to generate business from your website and just don't know where to begin? Creating your website is just the first step. Now you have to get people to see it, use it and send their business your way!

In our Website Optimization class we will teach you how to market and get results from your website! You don't need to be an HTML or computer guru. We have taken what can be very technical and time consuming and have structured a class so that the average computer user or business owner/employee can learn the website optimization basics.

Some of the things you will learn in this class:

- Overview of Meta Keywords and Descriptions
- Getting Links to and from your site
- Using your site as a business tool
- What Search Engines are looking for
- How to boost your ratings on popular search engines

Whether you need classroom style training for your entire company, a group presentation or a one-on-one class, we have a class for you!

For questions or to schedule a class, call 231.631.7918 or email info@tctrainme.com.