



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

## COURSE OUTLINE

Course	<b>WRITING FOR SEO PURPOSES</b>
Date	<b>9 October, 2018</b>
Region	Gauteng
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

### Workshop Outline

**In this digital age the importance of having an online presence cannot be over-emphasised. It can be argued that if your business does not have a presence online, it simply doesn't exist. Then again, having a website that no one can find is like owning a Ferrari and not driving it. What are the perceptions stakeholders have of your company's website?**

Do you know how to get your website at the top of a Google search? Search Engine Optimisation (SEO) is one of the most effective ways to attract stakeholders to your website for free.



It's imperative that we, as communication professionals, not only understand the importance of SEO, but that we know how to implement it effectively.

During this two-day workshop, you will learn how the Google algorithm works and how we, as communication professionals, play a role in SEO. You will be taught how to evaluate your own website, and step-by-step techniques and guidance on how to improve your own ranking and visibility online will be provided.

### Topics that will be covered include:

- What is Search Engine Optimisation (SEO)
- How Google Search works
- The different ranking factors unpacked
- Keywords, keywords, keywords
- The importance of content
- Do's and don'ts of content optimisation
- Google guidelines to SEO
- Developing an SEO strategy
- Writing for SEO
- Tips and techniques on ranking your own website

## About the facilitator

Janneke de Vos is a swift adopter of new communication technologies. She has managed digital marketing campaigns around the globe, including Brazil, USA, China, Hong Kong, Russia, Poland and South Africa. Her experience in the broadcast, entertainment and communication industries bring a well-rounded approach to her role as a communication and digital marketing professional.

<b>Duration:</b>	<b>1 Day</b>
<b>CPD Points:</b>	<b>7.5</b>
<b>*Early bird PRISA Member:</b>	<b>R2420.00</b>
<b>Late PRISA member:</b>	<b>R2670.00</b>
<b>*Early bird non-member:</b>	<b>R2950.00</b>
<b>Late non-member:</b>	<b>R3210.00</b>
<b>PRISA registered student:</b>	<b>R1400.00</b>
<i>Accommodation NOT included in any of the fees Fees subject to change</i>	



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The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

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**\*Early bird: Book and pay before 9 September 2018**

*Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.*

Book online now to secure your seat as space is limited  
Contact: Annah Jordan at [annah@prisa.co.za](mailto:annah@prisa.co.za) or 011 326 1262