



Introduction to Google Website Tools

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Objectives

This online course will help you to identify relevant keyword phrases and structure your website and content to get found by search engines. Google has a range of tools to help you promote your website and this course is an overview of those tools so you can understand how well your website can be found.

Our Introduction to Google Tools for Websites online course is perfect for anyone who has a website but wants to improve their presence on Google and see how their website is performing.

Object 1 – Google My Business

- What is Google My Business?
- Why Use Google My Business
- Creating an account
- Getting around the Google My Business Dashboard
- Posts
- Photos
- Mobile app
- Best Practice

Object 2 – Google Search Console

- What is the Google Search Console
- Setting up the Google Search Console
- Submitting sitemaps
- Tools to optimise content
- Typical Issues and how to fix them
- URL inspection tool
- Mobile usability

Object 3 – Google Analytics

- What is Google Analytics?
- Terminology
- Trends
- Reports
- Conversions
- Setting goals
- Sessions and users



Summary

Duration: Materials access for 12 months

8.5 hours of course content

Price: £99 + VAT

Prerequisites: Broadband

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Tools Course**

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