



## Copywriting Courses for Small Business Owners

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### SEO Copywriting Course

Copywriting is the biggest single contributing factor to a website's optimisation. With this online SEO copywriting course, you can learn to write effective, quality copy in just a few weeks.

As well as a tutor-appraised end-of-course assignment, this SEO copywriting training includes:

- Clear, easy to understand study modules
- Additional learning activities
- Online quizzes to test your knowledge
- Self-assessment exercises
- Information downloads
- Screencast tutorials
- One year's access to the course materials
- Completion certificate

### What's Included?

- 6 comprehensive study modules
- 11 additional activities
- 7 online revision tests
- 4 self-assessment exercises
- 4 information downloads
- 4 screencast tutorials

### SEO Copywriting Modules

#### Module 1: Understanding SEO

- What is SEO?
- Why is it important to a website writer?
- How do search engines work?
- Why there are no guarantees
- What is organic SEO?
- Why you need to know about SEO

#### Module 2: Copywriting as part of SEO

- Copywriting and its role in SEO
- Elements of SEO
- What is a keyword?



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- What is metadata?
- Importance of regular website updates
- What are links?
- Using keywords
- Measuring performance

### Module 3: Websites explained

- The role of a website
- The importance of the website structure
- Web page content
- The importance of good copywriting

### Module 4: Writing styles

- Copywriting tricks of the trade
- The importance of accessibility
- Structuring your copy
- How to write 'tight copy'

### Module 5: Copywriting techniques

- Tone of voice
- The importance of plain English
- Sales techniques
- What are features and benefits?
- The importance of accuracy

### Module 6: Putting it all together to write SEO copy

- What to write about
- Effective use of keywords
- Structuring your content
- Hyperlinking and anchor text
- SEO checklist

### Module 7: End of course assessment

- Now it's your turn - tutor-assessed copywriting assignment

Learn essential SEO copywriting skills online in your own time for just  
£115.00 - enrol today!