The Search Engine Optimization course introduces you to the basic principles and strategies of Search Engine Optimization (SEO). You will learn how SEO can be used to market websites and companies and gain an understanding of the strategies, techniques and tools used to optimize the information you present online to improve visibility using search engines. The course is fully online self-directed and completely self-paced.

At the end of this course, you will be able to:

- Describe the background, purpose, and business goals of Search Engine Optimization
- Identify integral Search Engine Optimization strategies, techniques, and tools

This 19 hour time-on-task course is most appropriate if you are an individual who would like to learn methods to market corporate or individual websites and optimize them to be found more easily using search engines.

**Flexibility**
- Class times that fit your schedule
- Fully online and completely self-paced
- Lesson assessments to gauge comprehension and retention

**Quality**
- Award-winning instructional design
- Intuitive, understandable material

**Partnership**
- Skills in demand in your area, now
- Better job opportunities or workplace advancement

Make **White Mountains Community College** your partner in building a better future. To Register call 603-342-3062 or email troberge@ccsnh.edu