



*For immediate release*

## **Digitec Interactive Launches New SEO Online Training Course:**

### **Demystifying Search Engine Optimization: How to Make the Web Work for You**

**November 2, 2011 (Orlando, FL)** Digitec Interactive, a recognized leader in on-demand eLearning courseware and technology for continuing education, professional development and training, today celebrated the launch of a new interactive SEO training program as part of their Online Marketing curriculum. *Search Engine Optimization: How to Make the Web Work for You* is a practical online course for non-technical business owners, marketers and webmasters who want to learn the secrets to increased organic web traffic and higher rankings in the search results. The Do-It-Yourself style course is a hands-on and highly visual learning experience; guiding site owners through the entire process of learning and applying SEO techniques to their website, step-by-step.

The course is grouped into five easy to understand and self-paced modules including:

1. **Demystifying SEO** – what SEO IS and IS NOT and how it works
2. **Content is King** – why content matters most and how it can increase your rankings
3. **Domain Domination** – how your site's domain name can make all the difference in search rankings
4. **Competitive Analysis** – how to spy on your competition and use what they know to beat them in the search results
5. **Behind the Numbers** – what Google Analytics is really telling you about your site and how to use the information to climb even higher up the search results

The course uses hands-on activities and tactical techniques to empower learners to start making changes to their websites today to increase their search rankings, convert more visitors to qualified leads, increase sales and stop wasting marketing dollars on pay-per-click advertising and AdWords. Every course participant is encouraged to apply their newfound knowledge of search engine optimization (SEO) while enrolled in the course. An interactive worksheet becomes the learner's own Web Strategy Document – identifying key search terms specific to the site, visitor navigation paths, content development ideas, Meta tags for the site's most frequented pages and an in-depth competitor analysis. Discussion forums and weekly tips and tricks compliment the online course and enrich the Search Engine Optimization program. Following course completion, learners earn their print-ready Certificate of Completion and personalized Web Strategy Document.

Initial feedback compiled from beta testers who first began applying the techniques taught in this course in early October has been overwhelmingly positive.

"I'm only half way into the SEO course and already I am impressed. It is hands-on, real tools that I can use right now to improve my site. The modules on keyword research and optimizing WordPress sites are very helpful and I put them to use right away. Thank you!" said John Will Tenney of [PEOPros.com](http://PEOPros.com)

Interested parties may register for the newly available course online and begin accessing the course content immediately following registration and payment. To register, visit <http://www.seosearchengineoptimizationonline.com/register-for-training/>. Registration details, FAQs and course details are available on the site's homepage at <http://www.seosearchengineoptimizationonline.com/>.

***About Digitec***

Established in 1988, Digitec Interactive is a full-service eLearning company, producing educational courseware, game-based learning simulations and learning management for corporate, association and non-profit clients. Digitec's staff has been actively involved with the design and development of interactive learning since the 1990s, and is nationally recognized for their custom eLearning courseware. Digitec Interactive provides complete creative, including writing, instructional design, graphic design, video, audio production and post-production, as well as complete programming services. Digitec's core production team comes from the entertainment industry, and the staff includes award-winning screenwriters/playwrights, with an instructional design background. The synergy has resulted in award-winning eLearning programs and courseware. For more information, visit <http://www.digitecinteractive.com>

###