



*For immediate release*

## **Digitec Interactive Announces New Online Marketing Course:**

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

**October 4, 2011 (Orlando, FL)** Digitec Interactive, a leader in on-demand eLearning courseware and technology for continuing education, professional development and training, today announced the upcoming release 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 how to get their websites ranked higher in the search engines. This Do-It-Yourself guide to SEO takes learners by the hand and explains the inner workings of search engines such as, Google, Yahoo! and Bing; giving online marketers the edge over their competition and knowledge to tackle even the largest search engines. The course is grouped into five easy to understand and self-paced modules including:

1. **Demystifying SEO** – the truth behind search engines and their algorithms
2. **Content is King** – what every marketer, business owner and webmaster must know about the content on their site
3. **Domain Domination** – 5 things about your site's pages you wish you knew 10 years ago
4. **Competitive Analysis** – how to use your biggest competitors to outrank 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.

Interested parties may pre-register for the course or ask to be contacted when the course is launched later this month. The online course will be accessible from the SEO training portal at <http://www.seosearchengineoptimizationonline.com> and is a comprehensive, step-by-step guide to increased web traffic and higher search rankings. Registration details, FAQs and course details are available on the site's homepage.

#### **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>

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