



# Search Engine Optimisation and Accessibility Design Skill Set

State ID: EAC11

## About this course

### Gain skills to create Findable and Accessible web pages

Whether you are a school leaver, or someone looking to improve your skills all you need is an understanding of HTML, CSS3 and basic programming concepts to be able to make the most of this skill set.

You'll learn to **optimise websites** for major search engines at the HTML level. Knowledge gained can also help **WordPress** administrators to improve their ranking using various **plugins**.

### Gain these skills

- Create and modify HTML5 to produce Search Engine friendly code and embed into your website all the major SEO elements to ensure maximum chance of organic ranking in the major search engines
- Create and implement, good internet-marketing practices using search engine optimisation (SEO) techniques, including introducing web pages to search engines, and monitoring search engine performance
- Ensure that a website is accessible to users with auditory, visual, mobility, and cognitive impairments, and those people who use assistive technology
- Monitor website traffic and to compile comprehensive traffic reports as specified



Some of the courses on the list can be done completely online. However some of the courses require a practical component which can't be done online, or some may be a mix of online and face-to-face learning. We'll let you know what's required for your course. For a full list of online courses, please use the filters under the *Refine course results* menu.

## Details

During your course of study, NMTAFE may use a variety of learning practices to ensure you get the best outcome


for your learning journey.

This may include online learning, face-to-face classroom, laboratory/workshop delivery, work placement or a combination of these, depending on which is most appropriate.

## Semester 2, 2020

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### Perth - Online - Term 4

 Duration: **10 Week/s**

 When: **Semester 2, 2020**

 How: **Online**

## Further study

 [Certificate IV in Web-Based Technologies](#)

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## Important information

You'll need a sound knowledge of HTML5 and CSS3 as well as basic programming so we recommend you complete our Online Front-End Development (HTML & Scripting) Skillset first.

Training will be delivered online for 10 weeks.

## Fees and charges

### Local full time students

Course fees are made up of two components, tuition fees and resource fees.

**Tuition fees** are determined by multiplying the course fee rate by the nominal hours, which is the number of hours in which an average student could be expected to complete each unit. They are not the hours of training or instruction.

**Resource fees** are charges for material that are essential to a course or unit, and are purchased by NMT to be used by students during the course.

Fees may vary depending on the units you are enrolled in so an approximate amount has been shown. You will be given the exact amount of your fees at enrolment. Part time student fees will vary depending on the number of units you are enrolled in.

Please note, you may also need to buy textbooks or equipment for your course.

### International Students

Check [TAFE International WA](#) to confirm this course is available to international students. You will pay your tuition fees



**North  
Metropolitan**

*We're working for  
Western Australia.*

to TIWA.

**Please note, fees are subject to change.**



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