



6 Easy SEO Tricks to Optimize Your Course Listings

Small changes can make a big difference in search visibility. Learn practical strategies to help students find your courses on Google.

What Is Search Engine Optimization?

Search engine optimization (SEO) is the content, formatting, and hosting decisions that help you rank higher in search results.

We'll focus on **on-page SEO**—changes you can make to individual pages to improve ranking. No expensive consultants or website rebuilds required.

[Google accounts for over 85% of global search market share](#), making it the priority for optimization efforts.



Trick #1: Digitize Your Entire Course Guide

Why PDFs Don't Work

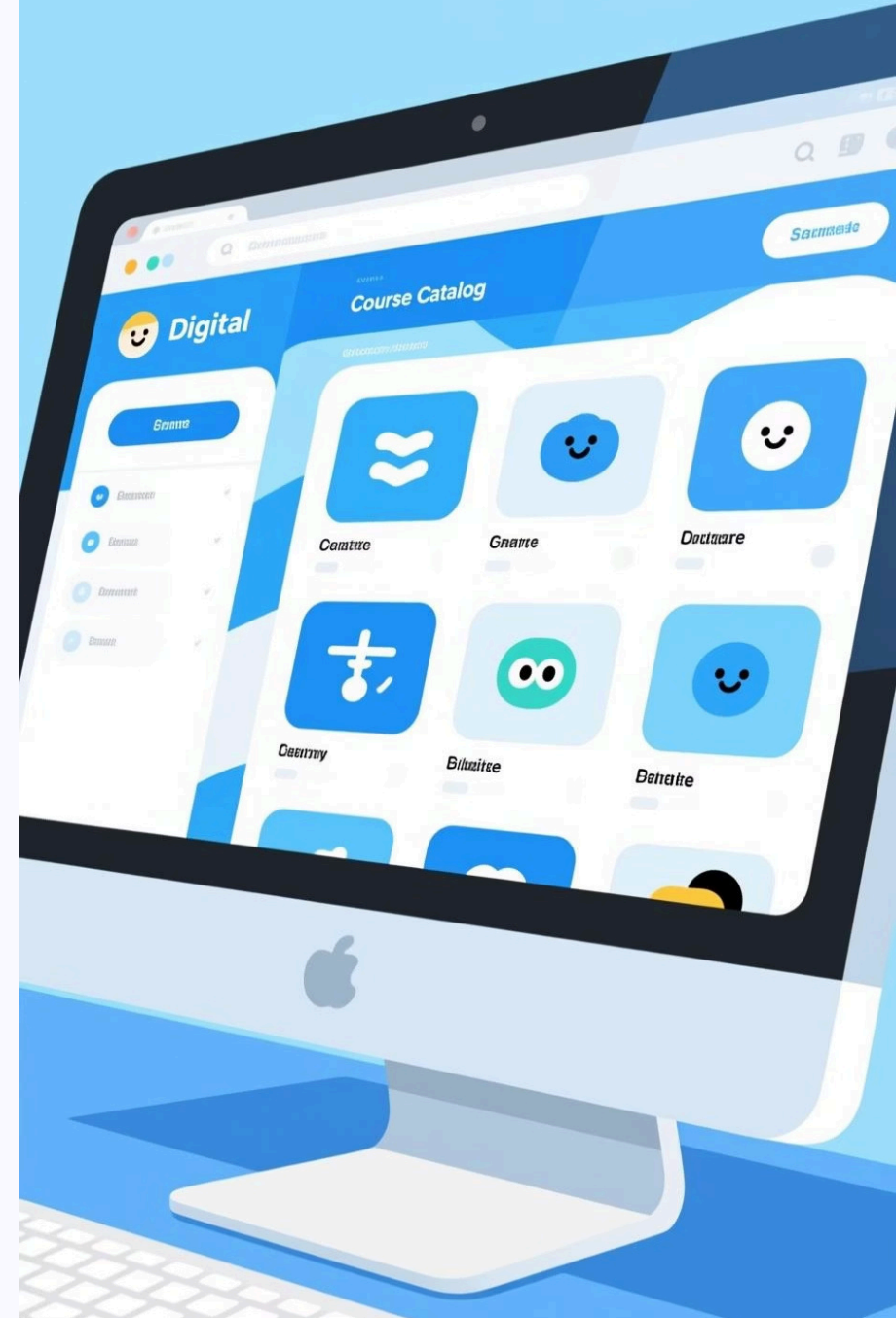
Search engines can't read PDF contents, missing opportunities to rank for individual courses.

Accessibility Barriers

PDFs create download anxiety and may not work with assistive tools for visually impaired users.

The Solution

Put your course catalog online as searchable web pages—good for students and SEO.



Trick #2: Choose Keywords That Fit Each Course



Keywords tell search engines what your page is about. The most powerful keywords are actually **keyphrases**—aim for at least 3 per page.

Example: "Beginners Acting Class for Kids"

- Drama class
- Acting training
- After-school activities
- Improve public speaking

Use Google Trends or keyword research tools to find the right phrases.

Trick #3: Optimize Titles and Descriptions

1

Primary Keywords in Titles

Include your main keyphrase directly in the course title for maximum impact.

2

Secondary Keywords in Descriptions

Use supporting phrases naturally throughout your course description.

3

Context Matters

Write for humans first—keywords should be grammatically correct and informative.

❏ **Remember:** In early SEO, more keywords meant better ranking. Now it's about context and quality. Your description should help visitors understand if the class is right for them.

Trick #4: Customize Your URL for Each Course

Every course page has a unique web address. The **slug**–text between the last two slashes–should contain your keywords.

✓ Good Example

/how-to-draw-animals/

❑ Avoid Course Numbers

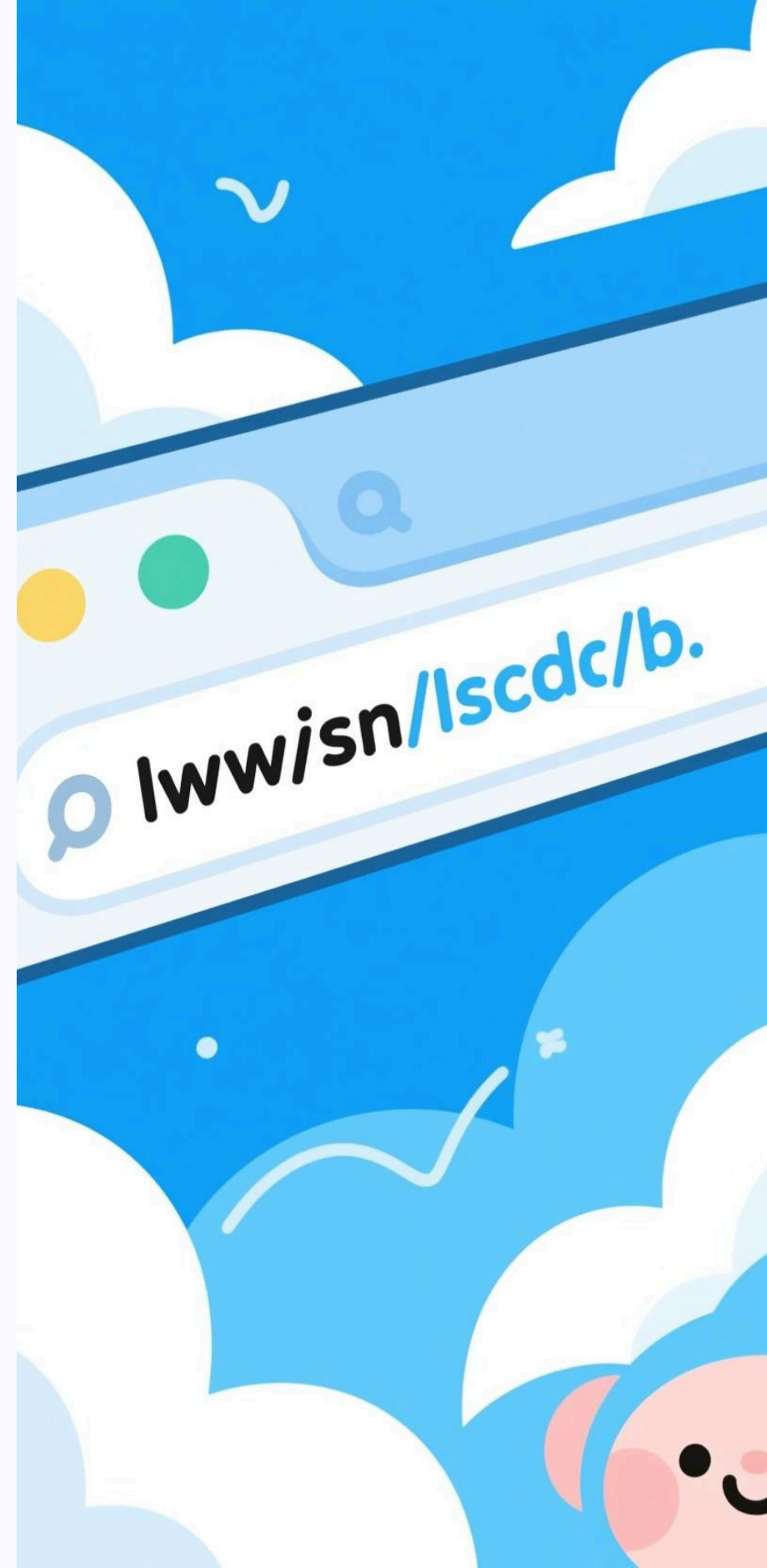
/290340u57/

❑ Too Long

/how-to-draw-cats-dogs-chickens-pigs/

❑ Abbreviated

/hw-to-drw-anmls/





Trick #5: Organize Your Course Catalog Meaningfully

Google considers how pages fit together. Logical organization improves both SEO and user experience.



Broad Categories

Career Development, Personal Enrichment, Business Training, Technology, Summer Camps



Focused Subcategories

Under Personal Enrichment: Arts & Crafts, Cooking, Outdoor Experiences, Personal Finance



Student-Friendly Terms

Choose categories your average student or parent might actually search for

Trick #6: Include Location Information



Why Location Matters

Mentioning city and state makes your listing rank for "near me" searches.

Don't rely on your contact page alone—include location on every course listing.

When someone searches "personal finance classes near me," your course appears in their results.

Keep Improving Beyond the Basics



SEO Is Always Evolving

What works today may not be best practice in three years. Stay current with industry updates.



Start Simple

These six tricks improve user experience and Google visibility quickly –but they're just the beginning.



Watch for Updates

Follow SEO news to ensure you never miss important algorithm changes or new opportunities.