



2010 Bay Area Search Engine Optimization Classes Announced

The Bay Area Search Engine Academy has announced its SEO class lineup for the first quarter of 2010. Because tuition is going up in 2010, students are encouraged to register before the end of the year.

([PRWEB](#)) December 23, 2009 -- The [Bay Area Search Engine Academy](#) announced today their [SEO classes](#) for 2010 have been scheduled through the first quarter. Their first hands-on workshops will be held in San Ramon, California February 22-26, and then repeated in Santa Clara, California March 22-26.

Seating is limited in each class, so people interested in attending are encouraged to sign up early to reserve a spot. Petty noted too that due to the economy, tuition is going up significantly in 2010. "However, people can register now before the end of the year, and save several hundred dollars off their tuition."

The Bay Area Search Engine Academy is the San Francisco Bay Area's local office from the global [Search Engine Academy](#). They hold classes around the United States, in Canada, Europe, Australia and southeast Asia. They offer hands-on workshops with standardized content in search engine optimization (SEO) classes, social media optimization (SMO), and other techniques for getting listed on the search engines like Google and Yahoo!. Each workshop concludes with an online exam to ensure the students have mastered all the material.

Thomas Petty is the President of the Bay Area Search Engine Academy, which holds its classes around the San Francisco Bay Area and Sacramento, California. He teaches the workshops to students who have come from as far away as Belize and Mexico. "They're designed specifically so non-technical business owners as well Web specialists can both learn high-powered techniques to getting listed on the search engines," Petty said. "Everyone walks away with strategies they've already practiced in class, and can implement right away."

Petty says the Academy classes are very different from other seminar-style trainings because class size is kept small, typically with no more than 15 or 20 students. "Each student has time in class to get their specific questions answered and problems worked on right there," he said. They encourage students to bring their wireless-enabled laptops with them to work on their own Web sites or their clients' in class and collaborate with other students. He adds, "Everyone has the opportunity to show a problem they're working on to the rest of the class and get constructive feedback from everyone else."

Google recently implemented some changes in the way search results get displayed. Many people have noticed that their Web site may have moved, and wonder why. Petty said, "The search engines - especially Google - constantly change the rules. This makes it challenging for a business to get ahead consistently when there is so much competition and a moving target."

The Search Engine Academy spends the first two days of class time teaching students a proven, six-step process that business people can implement on their own site to get good search engine position results without a lot of technical knowledge.

The last three days are spent teaching advanced techniques that can get a Web site listed on the search engine



results page multiple times. "Anyone who occupies more than one of the ten spots on Google increases his or her chance of being clicked on," Petty says. "It's not rocket science, we teach techniques that anyone can implement as soon as they leave the classroom."

For a small fee to cover paperwork, graduates of the Bay Area Search Engine Academy workshops can also receive continuing education units (CEUs) through the University of Southern Mississippi. Many businesses are seeking "SEO Certified" employees to help them with their online marketing activities. Each graduate who successfully completes the exam receives a Certificate of Mastery in Basic or Advanced search engine marketing strategies.

For more information about the schedule, course content and how to register for classes, visit their Web site or call toll-free (888) 807-5658.

###



Contact Information

Thomas W. Petty

Bay Area Search Engine Academy, Inc.

<http://www.bayareasearchengineacademy.org>

888-807-5658

Online Web 2.0 Version

You can read the online version of this press release [here](#).

PRWebPodcast Available

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)