Free online resources

Recommended before the training week:

Course	Details
The Digital Garage by Google Free tutorials from Google on creating a digital presence, from websites to online marketing and beyond. Essential topics before training week: 1. The online opportunity 2. Build your web presence 3. Get started with search 4. Get started with Analytics 5. Intro to search engine optimisation 6. Discover the possibilities of Mobile 7. Get noticed locally	https://digitalgarage.withgoogle.com/

Course	Details
Google Analytics Academy Learn Google analytics with free online courses	https://analyticsacademy.withgoogle.com/

Course	Details
Webmaster Academy by Google Free course for anyone interested in learning how websites are created & how to make improvements. Includes basic SEO training, with links to starter guide and general practice.	https://www.google.com/webmasters/learn/