

Smart Web searching



Through a careful mix of demos and exercises, we impart a general search methodology, analyze the various tools available on the Web and help you build your very own search strategies – simple or elaborate. We also give you informed tips on how to evaluate the trustworthiness and value of online information.

What you will learn

- types of search tools
- how to build search queries using search engines
- advanced Google search features
- other search features from other search tools
- search strategy and methodology
- evaluating Web pages
- introduction to Web 2.0
- 10 commandments for better search

Who should attend

Anyone whose job requires a thorough understanding of the Web and frequent searches for the very best results.

Training format

Usually delivered in a training day format over 6 hours for 4–15 trainees. We can also adapt to a workshop format or into separate lunch session modules.

About the training

This training has been developed by Belgium based Whatever sa/nv, experts in web searching and productivity. Applied Trends are the exclusive UK representatives for this training.

Contact us for more information

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