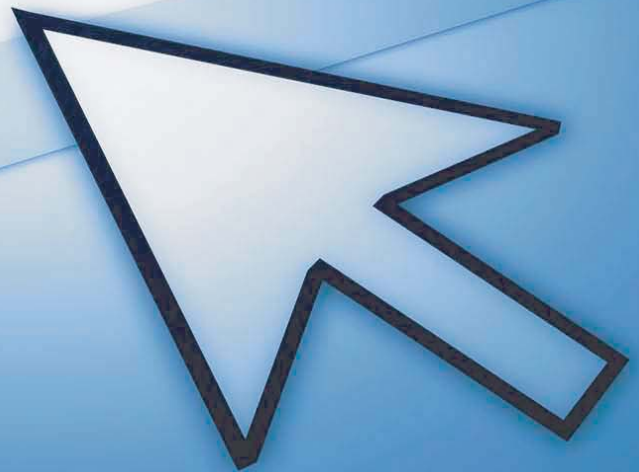


# SEO

http://www



## Search (Engine Optimization SEO)

This Search Engine Optimization training course covers all aspects of search engine positioning and optimization and can be used as the basis for planning an online campaign that will have a dramatic effect on the visibility of a web site.

You will learn how to improve the positioning of your site on the major search engines and directories without it taking over your life; and how to implement, monitor and maintain an ongoing search engine strategy.

### Course Objectives

On completion of this SEO training course, delegates will:

- Understand current Search Engine Optimization best practice
- Have developed an SEO action plan for their website
- Understand how to monitor SEO progress and maintain a well optimized site

### Who Should Attend

- Web Designers - Developers / Webmasters
- IT professionals
- Business Owners
- Business Development Managers
- Media Consultants

### Prerequisite

- You must understand English. Local languages will not be used for the course delivery.
- You must have used a web browser.
- You should have basic knowledge of website construction and appreciation of how the Web works, or you have someone in your organization who does. Some website jargon is introduced in these courses.

### Course Duration

36 hours, Total 12 classes, 3hours per class

# Course Content

## Lesson 01: The Big Picture

- What is SEO?
- What does a Search Engine Do?
- Responsibilities of an SEO professional
- What SEO was then and what SEO is now

## Lesson 02: Technical Considerations

- HTML for Creating a Search Engine friendly site
  - URL
  - File Name
  - Page Title
  - Metadata
  - Headings
- Design Considerations
  - Modern and Up-To-Date
  - Attractive
  - User Friendly
  - User Experience
- Regular Site Audit for Broken Links, etc.
- Sitemaps

## Lesson 03: Creating Compelling Content

- Keyword Research and Targeting
- Essential Guidelines for Content Creation
  - Write for People
  - Write Content they Want to Share
  - Technical Accuracy (Spelling and Grammar count!)
  - Chunked Down Text
- Keyword Usage in Content
  - URL
  - Page Name
  - Headings
  - Body Text
  - Internal Linking
- Content Strategy
  - Blog Posts
  - Evergreen Content
  - Take Advantage of QDF (Query Deserves Freshness)
- Compelling Page Titles
- Unique Content
- Useful is Not Enough!
- The WOW! Factor – How to Encourage Sharing
- Importance of Trustworthiness, Credibility and Quality

## Lesson 04: Other Forms of Content

- Video
- Info graphics
- Slideshows

## Lesson 12: Where to Go From Here?

- Planning Your Individual SEO Strategy and Roadmap
- Key Resources for Keeping Current
- Future Proofing

## Lesson 05: Link Building and Backlinks

- Quality not Quantity
- Diminishing Value of Low Quality Links
  - Forums
  - Link Directories
  - Blog Comments
  - Profile Links
- Finding High Quality Backlinks
  - Page Authority
  - Number of Links on Page
  - Domain Age
  - Relevancy
- Diversity of Anchor Text
- Diversity of Sites and Domains

## Lesson 06: Scalable Link Building Tactics

- Social Accounts
- Guest Posting
- Content Syndication
- Badges and Embeddable Widgets

## Lesson 07: Utilizing Social Media

- Google +1
- FB Likes
- Twitter Sharing
- Google Toolbar

## Lesson 08: Optimizing for Local Search

- Geotagging
- Google Places
- Local Portals

## Lesson 09: Analytics and Monitoring Your Site

- Key User Metrics that Affect your Ranking
- Click Through Rate
- Time on Site
- Bounce Rate
- Diversity of Search and Direct Traffic

## Lesson 10: What to Avoid

- Link Velocity
- Comment Spamming
- Duplicate Content
- Broken Links
- Technical Accuracy of Content

## Lesson 11: How to Improve a Poor Ranking Site

- Analyzing the Problems
- Technical Issues
- Content Issues
- Link Audit – Removing Bad Links and Backlinks from Poor Quality Sites
- Blocking or Taking Down Bad Pages