SEO TRAINING

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COURSE LENGTH: 1.0 DAYS

The SEO Training Course provides you with the knowledge to implement SEO concepts and practices that will improve your website's ranking in the search engine results pages.

This PD Training SEO Training Course includes the following topics: what is SEO and why it is important, on-page and off-page SEO, how to optimize images and videos, writing for keywords, meta titles, descriptions and keywords, back linking (what to do and what NOT to do), Search Engine Marketing (SEM), outsourcing and much more.

This comprehensive training course is available across the U.S., including Atlanta, Austin, Baltimore, Birmingham, Boston, Charlotte, Chicago, Dallas, Houston, Jackson, Los Angeles, Manhattan, Miami, New York, Orlando, Philadelphia, San Antonio and Seattle.

SEO TRAINING COURSE OUTLINE

FOREWORD

Search Engine Optimization is a recent addition to the advertising and marketing sector key strategies. This course helps you understand that it is not all technical voodoo and wizardry, but that it requires simple clear planning and sound web development and clear communication techniques.

Don't be misled by the companies selling you false services and promises, come and learn the principles and techniques you can implement for your website yourself – and achieve the results on your own websites.

OUTCOMES

By the end of this training course, participants will:
- Know why SEO is important
- Understand the key terms & concepts
- Implement effective back-linking & search engine marketing plans
- Learn the difference between on-page SEO and off-page SEO
- Learn how to optimize images and videos
- Understand how to conduct keyword research & analysis
- Learn best practice techniques for creating written content
- Understand common mistakes and how to avoid making them
- Conduct competitor analysis
- Understand how to reverse engineer competitor back-linking strategies
- Learn how to outsource SEO services and how to find the right partner

MODULES

Lesson 1: What is SEO
- Define "SEO"
- Why is SEO important?
- How do people find your website?
- How do search engines find your website?
- What does Google measure?

Lesson 2: Key terms and concepts
- PageRank
- On-Page SEO vs Off-Page SEO
- On-Page SEO ranking
- Nested internal links
- Keywords

Lesson 3: Implementing SEO on your site
- Writing for keywords
- SEO for IMAGES
- Off-Page ranking
- Public consumption counts
- How to get good links

Lesson 4: Common mistakes to avoid (and some of the voodoo made simple)
- Things to avoid in linking
- How to measure your site's popularity
- Duplicate content
- Canonical hierarchy

- Competitive content

Lesson 5: Back Linking and Search Engine Marketing (SEM)
- Blogging
- Article marketing
- Google AdWords
- Google AdSense
- Security
- Latest industry news
- Free form site analysis

Lesson 6: Competitive Analysis & Outsourcing
- Collaboration
- Discussion
- And 'what about my site'
- When to outsource
- What to outsource
- Selecting the right SEO provider

WEB LINKS

- ➤ [View this course online](#)
- ➤ [In-house Training Instant Quote](#)