



t: 01273 622272 e: info@siliconbeachtraining.co.uk w: www.siliconbeachtraining.co.uk

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TRAINING

## Search Engine Optimisation

**Duration:** 1 Day

**Price:** £295 + vat

### Prerequisites

Delegates must be confident PC/Mac users and have a good understanding of the web

### Testimonials

*"Loved the small class size and the interactive element - being able to apply what was being taught directly to our websites"*

**Kavita Chhiba -  
Maltbury Staging.**

This Search Engine Optimisation training course covers all aspects of search engine positioning and optimisation 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.

### Objectives

On completion of this 1-day SEO training course, delegates will:

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

### Course Content

#### 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 (Post "Panda")

#### 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

continued...

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### Related Courses

**Social Media:** 2 Days

**Google Analytics:** 1 Day

**Wordpress:** 2 Days

**Email Marketing:** 1 Day

### Links

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### 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

### Other Forms of Content

- Video
- Infographics
- Slideshows

### 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

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### Scaleable Link Building Tactics

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

### Utilising Social Media

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

### Optimising for Local Search

- Geotagging
- Google Places
- Local Portals

### 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

### What to Avoid

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

### How to Improve a Poor Ranking Site

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

### Where to Go From Here?

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

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