

Advanced SEO Strategy Training

NEW COURSE! Go further than a basic understanding with our one-of-a-kind Advanced SEO Strategy course. Aimed at managers & advanced practitioners you will learn how to create a comprehensive SEO strategy and use the latest techniques to boost organic traffic. Focusing on advanced performance analysis, this is the SEO course you have been waiting for.

Objective

By attending this Advanced SEO Strategy Training for Managers course you will be able to:

- Understand where SEO is headed and how to take advantage of new developments
- Show an advanced understanding of current SEO best practice
- Create a comprehensive SEO Strategy for a business

Details

Duration: 1 Day

Who is this course for

This course is for Business owners and managers who are responsible for SEO Strategy & SEO practitioners who need to learn the more advanced SEO techniques.

Course Content

Advanced SEO Strategy Training

- Setting goals and objectives for SEO
- Advanced SEO tactics
- Google Analytics and Webmaster Tools
- SEO Audits and essential SEO tools
- Carrying out a content audit

Google Algorithms & SEO Trends

- Google algorithm updates
- Brand authority
- Online PR and outreach
- Growth hacking
- Semantic search and the Knowledge Graph

Link Building and Backlink Analysis

- Link building techniques: Full checklist of ethical link building techniques
- Managing your backlink profile
- Building page rank
- Link building & analysis tools

Content Strategy

- Content marketing
- Content promotion
- Social media and SEO
- Local SEO
- Mobile SEO

SEO Strategy

- Strategy framework: Clear framework for developing a coherent plan for your SEO activity
- Web analytics
- Measuring the ROI on SEO
- Actionable SEO planning
- SEO reporting

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