

Mobile SEO Training

Mobile search has overtaken desktop, and with commercial intent much stronger than on desktop can you afford to ignore Mobile SEO?

Our brand new Mobile SEO Training Course will teach you what you need to know to start running effective mobile seo campaigns, including technical, design and content considerations.

Objective

At the end of our Mobile SEO training course, you will be able to:

- Recognise the differences between mobile and desktop searches
- Audit websites for mobile SEO performance
- Understand how different mobile sites impact SEO
- Create and maintain mobile SEO campaigns

Details

Duration: 1 Day

Who is this course for

SEOs, digital marketers and small business owners who recognise the importance of visibility in mobile search. Our Mobile SEO course assumes basic knowledge of SEO which you can gain on our [Introductory SEO course](#).

Course Content

The Rise of Mobile Search

- Why mobile is becoming more important
- How mobile search is different to traditional search

Mobile SEO Audit

- Does your site work on mobile?
- Is your site discoverable via mobile search?
- How are people finding your site via mobile search?

General Mobile SEO Recommendations

- Technical considerations
- Local SEO
- Social SEO

Mobile SEO on Different Platforms

- Responsive web design
- Dynamic serving
- Parallel site

Measuring Mobile SEO

- Mobile analytics
- Mobile as part of the funnel

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