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What is Mobile SEO Training?

Mobile search is predicted to overtake desktop search by 2014, and with commercial intent much stronger than on desktop can you afford to ignore Mobile SEO?

Our brand new, one-of-a-kind **Mobile SEO Training course** will introduce you to Mobile search and what you need to do to make sure you're visible to your customers in mobile search results.

Mobile searches are forecast to overtake desktop searches by the beginning of 2014, and yet most SEO campaigns still focus entirely on desktop search.

Optimising for mobile requires a different tool kit with technical, local, personalised, social and content considerations affecting how visible your site is for mobile searchers.

This Mobile SEO training course will show you can take advantage of mobile traffic and beat your competitors to a great mobile search experience. Candidates will gain an understanding of their audience and competitors to identify SEO potential. Candidates will be shown what tools they can use to enhance their mobile website, and learn which tools suit which practices.

In terms of deciding what kind of mobile experience to serve up to your users, you can download our free Mobile Development eBook.

This Mobile SEO workshop is ideal for SEO practitioners who want to expand their skill set - if you're new to SEO then we recommend coming on our 1-day SEO course first.

Course Objectives

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

The Rise of Mobile Search

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

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- 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

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.