

Beginner - Intermediate SEO Training

Our Beginner - Intermediate SEO training course is a 1-day workshop which guides you through the fundamentals of optimising your website for the search engines.

We believe that the most sustainable SEO techniques are those based closely on Webmaster Guidelines from Google & other search engines. Training you on these 'white hat' techniques means we'll give you the tools to ensure your website is prepared for longevity in an ever changing industry.

Objective

After attending our 1-day Beginner - Intermediate SEO course, delegates will be able to:

- Show an understanding of current SEO best practice
- Develop an SEO plan for your website
- Monitor your SEO progress and maintain your optimised website

Details

Duration: 1 Day

Who is this course for

This is the perfect course for those new to SEO or need a refresher. We cater for agency & in-house SEO as well as business owners looking to gain an overview of SEO for their own business.

Course Content

Introduction to SEO

- Overview of SEO

The Importance of SEO

- SEO Rankings
- Customising an SEO Plan
- Business Factors
- Mapping Products and Services
- Content
- SEO for Raw Traffic

Search Engines

- History and Evolution of Search Engines
- Web Crawler and Indexing
- Adaptive Search
- Google Algorithms: Panda, Penguin, and Hummingbird
- Navigational, Informational, and Transactional Queries
- Achieving Organic SEO

Finding the Correct Keywords

- Basics of SEO Copywriting
- Selecting Keywords
- Finding the Best Keywords
- Tools for Choosing Keywords
- Benefits of Using Tools
- Google AdWords Keyword Tool
- Types of Keywords
- Understanding Long Tail Keyword Demand
- Collecting Keywords
- Using your Keywords
- Avoiding Keyword Cramming
- Avoiding Contrivance

Onsite Optimisation

- Anatomy of Optimised Copy
- META and Title Tags
- URL Structures
- Introduction and Advantages of Headers
- SEO Copywriting Mistakes
- Avoiding Irrelevance
- Landing Pages
- Social Media, Email, and Blogs
- Using Blog and Social Media Platforms
- Writing to Length
- Negative Rankings Factors
- Site Changes that Affect SEO

Building Links

- Links
- Links Building Goals
- Defining KPIs for Link Building
- Managing Link Building
- Link Analysis
- Linking
- Tools for Backlink Analysis
- Introduction and Techniques of Link Bait

Social Media

- Social Media
- Integrating your Social Media Strategy
- Network Building
- LinkedIn, Facebook, Twitter, and SEO

Mobile SEO

- Mobile SEO on Different Platforms
 - Responsive Web Design
 - Dynamic Serving
 - Parallel Mobile Site