Silicon Beach Training

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Start planning effective SEO Campaigns with our Advanced SEO Strategy for Managers course, the best in the UK for practical and strategic training.



In this SEO Training Course, learn about the latest trends in search, what to avoid, and how to plan, establish and improve an on-going SEO Strategy for your business or client.

Get the most up to date advice on links and learn why SoLoMo (Social, Local, Mobile) are essential to your success.

This course is aimed at managers, team leaders and business owners who are responsible for setting Strategy and assumes a basic understanding of SEO. We will teach you the more advanced techniques you can use to get ahead of the competition.

If you are new to SEO or want a refresher then come on our Beginner - Intermediate SEO course first.

If our dates don't work for you or you can't make it to Brighton, we also provide private and in-company Search Engine Optimisation training. Call us on +44 (0)1273 622272 for more information.

information.

Course Objectives

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

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- 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

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.