



Search Engine Optimisation (SEO) - Advanced

This advanced SEO course is ideal for people who are already engaged in SEO or have attended our introduction to SEO course. During this advanced course, you will investigate the behind the scene techniques that will really get your website ranking in the search engines.

It will teach you the importance of page tags, how to organise your website and run an SEO audit. Why content is “King” in SEO, why blogging, social media and local SEO play such an important role, plus how to measure and analyse your SEO results.

In this course, you will:

- Page Tags
- Website Structure
- Seo Audit
- Competitor Analysis
- Content Seo
- Blogging
- Link Building
- Social Media
- Local Seo
- Metrics

Course Length: 1 day

Course Content

Page tags

Understand Page Tags, HTML, and Talking to Google

Page Tags and Poker

Weave Keywords into Page Tags

A Visual Test for Keyword Density

Leverage Keyword Density for SEO

Set up Your Home Page

Website Structure

Define SEO Landing Pages

Write a Keyword Heavy Footer

Use Keyword Heavy URLs over Parameter URLs

Leverage the Home Page for One Click Links

Join Google and Bing Webmaster Tools

Seo Audit

Deliverable: a Keyword Audit

Deliverable: a Page Tag Audit

Deliverable: a Home Page Audit

Deliverable: a Website Structure Audit

Competitor Analysis

Analyse products / literature

Analyse pricing and sales processes

Analyse advertising

Analyse market share

Analyse size of company



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Course Content

Content Seo

- Identify Keyword Themes
- Create a Content Map
- Set up a Blog
- Create a Content Marketing Plan

Blogging

- Make a Blog Calendar
- Set Up Your Blog for Best SEO
- Write SEO-friendly Blog Posts

Link Building

- Define Your Link Objectives
- Beware the Penguin
- Solicit the Easy Links First
- Identify Directory, Blog, and Other Link Targets
- Reverse Engineer Competitors' Links
- Create Link Bait

Social Media

- Understand Social Media SEO
- Get Social Mentions!
- Set up Robust Social Profiles
- Get Google+: Google's Favoured Social Network
- Tweet and Be Tweeted

Local Seo

- Understand Local Search Opportunities
- Claim and Optimize Your Local Social Media
- Cross-link Your Website to Your Local Social Media
- Create a Review Marketing Strategy
- Identify Reputation Management & Review Opportunities

Metrics

- Define Your Goals
- Measure Your SERP Rank and Domain Authority
- Use Google Analytics Basic Features
- Use Advanced Features in Google Analytics
- Deliverable: Google Analytics Worksheet
- Deploy Circular Analytics for Improved SEO

Q&A