



Search Engine Optimisation (SEO) - Introduction

Having a great website won't do you any good unless you can get traffic (people) flowing to it. Getting your website to appear on page one of a search engine is fundamental if you want your business to succeed.

SEO (Search Engine Optimisation) is the process of getting your website recognised more frequently when people perform searches on sites such as Google. Better SEO rankings mean you get seen by more people...and that's a free way to increase traffic to your website.

This SEO training course is ideal for businesses who are serious about wanting to improve their website rankings through SEO. The course will give you a good understanding of how search engines rank your web pages, how to identify the best keywords to target and how to implement a Search Engine Optimisation campaign using the latest range of on-page and off-page SEO techniques.

In this course, you will:

- Discover what Search Engines look for
- Learn how to get listed and in what order
- Understand the importance of Keywords
- Discover the most critical element of Link building
- Discover why choosing the Domain name is so important
- Learn to make your website easy for Search Engines to Index

Course Length: 1 day

Course Content

Getting Listed in the Major Search Engines, and their Order of Importance

The Only Important Search Engines Are

Relevancy: The Critical Ingredient of High Ranking Web Pages

Getting Your Web Pages Listed

What about Paying for Instant Traffic?

Organic vs. Sponsored Results

What about Search Directories?

All About Keywords

The Three Basic Steps to Dominating the Search Rankings

What are Keywords?

The Importance of Keywords

Finding the Money Keywords That Trigger Sales

How to Find All the Right Keywords

Keyword Placement: The Location of Your Keywords Count!

Keyword Density: An Enduring SEO Myth

Link Building...The Most Critical Element of Top Scoring Pages

Linking Basics

Inbound & Outbound Links

Reciprocal Links

Link Popularity: An Evolving Concept

PageRank and the Google Toolbar

Essential Strategies for Building & Structuring Inbound Links

Choose Your Links Wisely



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Critical Competitive Analysis

How to Use the SSI Tool to Analyse your Competition, So You Can Beat Them in the Rankings.

Tricks and Tips of the SEO Trade

Choosing the Right Domain Name

What's In A Name?

In Search of the Ideal Domain Name

Domain Names that Please Customers and Search Engines

Site Architecture; Making Your Web Site Easy for Search Engines to Index

Designing Search-Friendly Pages

Keep Your URL Simple

Meta Tags: Do They Matter?

How to Customize the Way Your Listings Appear in Google

Sitemaps: What, Why, and How

Q&A