SEO Essentials
SEO Training

About The Course

This one day introductory SEO Training Course covers the core concepts and techniques used when optimising a website. Project scoping, identifying ranking factors, researching and applying keywords, SEO copy writing, optimisation for local business and integrating social media for SEO are just some of the topics covered.

Training is hands-on and personalised with participants completing exercises focused on their own website.

Duration: 1 day

Class size: 10 students max

Times: 9:00am - 5:00pm

Price: *Refer to our website for current course and package pricing*

After the course?

Each student will receive:

• Certificate of completion
• Training manual
• 12 months FREE email support
• FREE class re-sit (if necessary)

Who Should Do This Course?

This SEO course is designed for anyone wanting to generate more search traffic and leads. Participants wishing to improve the performance of an existing site or maintain an already optimised website will find this course of value.

This course will suit business owners, managers, marketers, web designers, online content developers, writers and website editors.

Prerequisites

There are no prerequisites for this course. However, students should have a general understanding of personal computers. Note: Basic HTML and website concepts will be explained as relevant to SEO during training.

Content

Unit 1: About Search Engines

• Examine Search Engine Market Share
• Learn how Search Engines Index Pages
• Learn how Search Engines Rank Pages
• Examine Positive Ranking Criteria
• Examine Negative Ranking Criteria
• Introducing the Pay Per Click Model

Unit 2: Requirements Gathering and Reporting

• Scope and Assess a Project and Market
• Scope and Assess Client Requirements
• Conduct an SEO Site Assessment
• Use SEO Analysis Tools
• Analyse Competitor's Websites
• Assess Website Accessibility

Unit 3: Successful Keyword Integration

- The Value of Keywords in 2017
- Examine the Keyword Research Process
- Refine Keyword Selection
- Keyword Integration for Best Results
- Avoiding Keyword Stuffing

Unit 4: Optimise HEAD Tags

- Understanding the TITLE Tag
- Understanding the META Description Tag
- Optimise the TITLE Tag
- Writing Click Worthy TITLEs
- Optimise the META Description Tag
- Writing Enticing META Descriptions
- Avoiding Negative Head Tags

Unit 5: SEO Copy Writing

- Search Engine Content Preferences
- Successfully Integrate Keywords
- Use HTML to Weight Keywords
- Engaging with Website Visitors
- Creating Relevant Natural Content
- Create Conversions with 'Calls to Action'
- Create Pathways to Conversions

Unit 6: Non Text Content

- Define Images with ALT Tags
- Using Descriptions for Complex Images
- Defining Images by Content Proximity
- Using images to Focus User Attention
- Defining Video and Multimedia
- Creating Accessible Search Friendly Content

Unit 7: Avoiding Search Spam

- Defining Search Engine Spam
- Identify What to Avoid
- Search Engine Penalties for Spamming
- "Black Hat" v "White Hat" SEO
- Identify SEO Standards and Guidelines
- Building Visitor and Search Friendly Sites

Unit 8: Search Engine and Directory Submission

- Pre-launch Checklist
- Getting Listed by Search Engines
- Rules for Submitting to Directories
- Choosing High Quality Directories
- Successfully Submitting to Directories
- Identify Directories to Avoid

Unit 9: Regional and Local Optimisation

- Choosing a Top Level Domain
- Choosing a Hosting Location
- On Page Considerations
- Using Google My Business
- Tips for a Successful My Business Listing
- The Value of Online Reviews

Unit 10: Using Social Media for SEO

- Introducing Social Media for SEO
- Social Platform Market Share in Australia
- Identify the Best Platforms for Your Business
- Enabling Content Sharing for Increased Traffic
- Using social Media for Trust and Brand Building

Looking for course dates?

To view a full list of course dates, please visit our website at **www.dynamicwebtraining.com.au**
Alternatively please contact our office on **1300 888 724**