



Effective
SEO
(minus the voodoo)



Search Engine Optimisation (SEO) is now a core marketing activity of every business. This workshop will give you practical tools and a methodical approach to improving your online presence.

“People must be able to find you, before they can buy from you.”

Search Engine Optimisation (SEO) Training Course Outline

Foreword

Search Engine Optimisation is a recent addition to the advertising and marketing sector key strategies. This course helps you understand that it is not all technical voodoo and wizardry, but that it requires simple clear planning and sound web development and clear communication techniques.

Don't be misled by the companies selling you false services and promises, come and learn the principles and techniques you can implement for your website yourself – and achieve the results on your own websites.

Who should attend?

Anyone that wants to understand the fundamentals of SEO, and wants to improve the visibility of their website on the internet.

Course length

1 - day

Learning Outcomes of this course, participants will

- Be able to explain SEO
- Understand the key terms and concepts
- Being implementing SEO on their own website
- Be aware of the common mistakes (and know how to avoid making them)
- Understand how to implement an SEO campaign for their website

Search Engine Optimisation (SEO) Course -
Lesson 1

Getting Started

- Define “SEO”
- Why is SEO Important?
- How Do People Find Your Website?
- How Do Search Engines Find Your Website?
- What Does Google Measure?

Search Engine Optimisation (SEO) Course -
Lesson 2

Key Terms and Concepts

- PageRank
- On-Page SEO vs. Off-Page SEO
- On-Page SEO Ranking
- Nested Internal Links
- Keywords



Search Engine Optimisation (SEO) Course - Lesson 3

How to get it started on your site

- Writing for Keywords
- SEO for IMAGES
- Off-Page Ranking
- Public Consumption Counts
- How to Get Good Links

Search Engine Optimisation (SEO) Course - Lesson 4

Common mistakes to avoid (and some of the voodoo made simple)

- Things to Avoid in Linking
- How to Measure Your Site's Popularity
- Duplicate Content
- Canonical Hierarchy
- Competitive Content

Search Engine Optimisation (SEO) Course - Lesson 5

Getting a little more sophisticated

- Blogging
- Article Marketing
- Google AdWords
- Google Adsense
- Security
- Latest Industry News
- Free Form Site Analysis





Search Engine Optimisation (SEO) Course - Lesson 6

Control

- Collaboration
- Discussion
- And 'what about my site'

Effective Search Engine Optimisation is one of the Professional Development Training Courses delivered by **contract trainers** in Brisbane, Sydney, Canberra, Melbourne, Adelaide and Perth.

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