Search Engine Optimisation Duration: 1 Day Price: £295 + vat	**This course covers all aspects of search engine positioning and optimisation and can be used as the basis for planning an online campaign that will have a dramatic effect on the visibility of a web site.** You will earn how to improve the positioning of your site on the major search engines and directories without it taking over your life; and how to implement, monitor and maintain an ongoing search engine strategy.

Course Objectives:

On completion of this 1-day SEO course delegates will:

- Understand current Search Engine Optimisation best practice
- Have developed an SEO action plan for their website
- Understand how to monitor SEO progress and maintain a well optimised site

Course Content:

The Big Picture

- What is SEO?
- What does a Search Engine Do?
- Responsibilities of an SEO professional
- What SEO *was then* and what SEO *is now* (Post "Panda")

Technical Considerations

- HTML for Creating a Search Engine friendly site
  - URL
  - File Name
  - Page Title
  - Metadata
  - Headings
- Design Considerations
  - Modern and Up-To-Date
  - Attractive
  - User Friendly
  - User Experience
- Regular Site Audit for Broken Links, etc Sitemaps

Creating Compelling Content

- Keyword Research and Targeting
- Essential Guidelines for Content Creation
  - Write for People
  - Write Content they Want to Share
  - Technical Accuracy (Spelling and Grammar count!)
  - Chunked Down Text
- Keyword Usage in Content
  - URL
  - Page Name
  - Headings
  - Body Text
  - Internal Linking
- Content Strategy
  - Blog Posts
  - Evergreen Content
  - Take Advantage of QDF (Query Deserves Freshness)
- Compelling Page Titles
- Unique Content
- Useful is Not Enough!
- The WOW! Factor – How to Encourage Sharing
- Importance of Trustworthiness, Credibility and Quality

Continued…

Other Forms of Content

- Video
- Infographics
- Slideshows

Link Building and Backlinks

- Quality not Quantity
- Diminshing Value of Low Quality Links
    - Forums
    - Link Directories
    - Blog Comments
    - Profile Links
- Finding High Quality Backlinks
    - Page Authority
    - Number of Links on Page
    - Domain Age
    - Relevancy
- Diversity of Anchor Text
- Diversity of Sites and Domains

Scaleable Link Building Tactics

- Social Accounts
- Guest Posting
- Content Syndication
- Badges and Embeddable Widgets

Utilising Social Media

- Google +1
- FB Likes
- Twitter Sharing
- Google Toolbar

Optimising for Local Search

- Geotagging
- Google Places
- Local Portals

Analytics and Monitoring Your Site

- Key User Metrics that Affect your Ranking
- Click Through Rate
- Time on Site
- Bounce Rate
- Diversity of Search and Direct Traffic

What to Avoid

- Link Velocity
- Comment Spamming
- Duplicate Content
- Broken Links
- Technical Accuracy of Content

How to Improve a Poor Ranking Site

- Analysing the Problems
- Technical Issues
- Content Issues
- Link Audit – Removing Bad Links and Backlinks from Poor Quality Sites
- Blocking or Taking Down Bad Pages

Where to Go From Here?

- Planning Your Individual SEO Strategy and Roadmap
- Key Resources for Keeping Current
- Future Proofing

Prerequisites:
Delegates must be confident PC/Mac users and have a good understanding of the web