



helping you manage
your SEO in-house.



SEO & Online Business Marketing Course

Do you run or are you involved in running an online business, ecommerce store or website? Then this course will give you the skill set to maximise & stay in control of your online marketing spend whilst ensuring you increase your search engine exposure and increase traffic and sales through all available online channels.

Course agenda

- Welcome, Introduction and Course Agenda
- What is Search Engine Optimisation (SEO)
- Search Engines, who to focus on and their market share
- Site Indexing, Spiders / Robots
- SERPs
- Organic Ranking Factors
- Google Page Rank
- SEO Reviewing a website

Onsite Optimisation

- Domains, Sub-Domains, Folders and URL structures
- Head section (Inc. meta data structure & robots)
- Body section (Inc H Tags, Keyword Density, Contextual Linking, Internal Linking, Alt tags, Content Structure & Semantics etc)
- The 'Perfect' Web Page
- Other site files for SEO (Inc Robots.txt & Sitemaps)
- Duplicate Content Issues

Offsite Optimisation

- External Linking Structure (Back links)
- The 'Do Follow' & The 'No Follow'
- Link Building (Inc, one way, reciprocal, 3 way linking)
- Link Baiting (Inc Pillar Articles & Viral Content)
- Competitor Link Analysis & Advanced Link Building Strategies
- Directories (top level, mid level and bottom level submissions)

Google

- Google Webmaster Tools
- Google Places
- Google External Keyword Tool
- Google Merchant Center
- Google Adwords - Top Tips (not a full course on Adwords but covers a brief overview on how to set up Adwords correctly and the top tips to running a successful Adwords campaign.
- Google Analytics best practice and keyword filter (not a full analytics course but top tips and advice on how to get the data you need)