



helping you manage  
your SEO in-house



## SEO Training Course

Do you want to understand how to implement SEO for yourself, your own business or to offer as a service to other clients? Then this in-depth SEO Training course will bring you up to the level of a professional SEO consultant. This course comes with free access to a very special private members area packed with SEO Videos, Tools and Resources!

### Session 1 – Search Engine Optimisation

- 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
- The Set Up – Setting your PC / Laptop up as an SEO Consultant would
- SEO Tools (Free & Paid)
- Firefox as an SEO Tool

### Session 2 – On-Page / On-Site Optimisation & Ranking Factors

- Domains, Sub-Domains, Folders and URL structures (inc. URL rewriting)
- Structure of a Web Page
- 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, Htaccess & Sitemaps)
- Duplicate Content Issues
- Grey and Black Hat Techniques

### Session 3 – Off Page Optimisation & Ranking Factors

- 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)
- Social Media & Link Building
- Directories (top level, mid level and bottom level submissions)

#### **Session 4 – SEO Strategy Planning, Implementation & Reporting**

- Keyword Research
- Bringing it all together
- Reviewing the Website / Webpage
- Creating an SEO Report / Review of a Website / Webpage
- Planning and Implementing an SEO strategy based on your review
- Standard Reports & Benchmarking

#### **Session 5 – Google**

- Google External Keyword Tool
- Implementing Google Webmaster Tools & Analytics
- Google Analytics Filters and Advance Segmentation
- Google Places

#### **Templates & Resources to take away**

- Free Access to my member's only area!
- SEO Cheat Sheet
- SEO Report Card
- SEO Tools
- Professional SEO Sample Contracts (worth in excess of £500) Perfect for the SEO Consultant
- Sample Robots.txt files & Htaccess files
- Terminology / Glossary
- Course Notes & Access to web videos of all parts of the day for review.