



COURSE

SEARCH ENGINE OPTIMIZATION (SEO)

Course overview

Search Engine Optimization (SEO) is one of the most cost effective digital marketing strategies as it can deliver hundreds of targeted leads per day to your business for free for a long time. This SEO training course is a step by step guide for marketers to achieve top ranking in Google search. Everything is explained in best practices model and all tools recommended are free!

What will you learn?

By the end of this course you will be able to do the following:

- Understand how to use Google tools for SEO as Google Analytics.
- Learn how to use off-page rank factors to support web site ranking.
- Understand how to optimize web site content to meet Google ranking factors.
- Understand the weight of each ranking factor to Google indexing technique.
- Understand the importance of the search key phrases and how to select the perfect ones.
- Understand how search engines work and their crawling techniques and technology.

12 Total Course
HOURS

3 DAYS (4hrs each)



Course Outline:

- Understanding how Search Engines Works
Tags: Crawling, Indexing, & Ranking

Crawlers /Robots/spiders
- How to select the best keywords for your web site
Understanding On-Page rank factors:
Page Level Optimization
Title and Meta-Data tags optimization
Heading and content tags optimization
Content writing for search engine
Images and alt tag optimization
Interlinking Pages, Outgoing Links
- Best Practices:
How to prepare web site for search engine robot visit
How to Optimize Dynamic Web site built by CMS
- How to use Off-Page ranking factors to support your ranking on Google
Off-Page Optimization
Quality back- link building
- Social Media referrals importance

Optimizing your Website (Monitoring and Tuning)
- Tools
Google Analytics Monitoring
SEO Marketing Tools

