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SEO Search Engine Optimisation Training

Duration: 2 Days

Overview:

Web site visibility, the ease with which potential customers or visitors can find a web site amongst a myriad of competitors, is a crucial factor in a sites success. Web visibility is not merely a question of search engine optimisation (SEO), there is a great deal more to it than that, as Aspect Training's SEO Search Engine Optimisation training course demonstrates.

Search engines make the most money when they direct users to web pages which are of real interest to those users, i.e. search engine owners have a vested interest in reducing the rank of people who exploit chinks in their algorithms, and no interest in ranking entire sites per se.

This SEO training course employs a wide conception of search engine optimisation; one premised on giving both end-users and search engine owners what they really want, i.e. web pages that provide useful information about the things they are searching for (not otherwise empty pages stuffed with keywords and phrases).

Many organisations have well-designed and functional sites, but they do not always generate the revenue expected. Aspect Training's SEO Search Engine Optimisation training course will show you methods of potentially earning more revenue from your website, while providing visitors with a more rewarding online experience. Delegates will become more confident with internet marketing techniques and terminology.

Prerequisites:

Delegates should have an understanding of internet technologies.

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Course Topics:

Introduction to SEO

The Definition of Search Engine Compatibility
What is Search Engine Optimisation?
The Value of Search Engine Optimisation
The ROI from Search Engine Optimisation
Why Aren't More Companies Using SEO?
Elements Impacting Search Compatibility
The TITLE Element
The META Description Tag
The META Keywords Tag
The Alt IMG Attribute
Text Links
Keyword-Rich Body Text

Search Engine Basics

Search Engines and Directories
Important Search Engines and Directories
Paid Submission and Pay For Performance
Search Engines
How Search Engines Index Pages
How Search Engines Rank Pages
Google Page Rank
Web Site Relevancy Factors
Algorithm Chasing is for the Birds

SEO Requirements Gathering

Before You Start
How Search Engine-Compatible is the Site Currently?
Requirements Gathering

Keyword Research

What is Keyword Research?
Why is Keyword Research So Important?
Before You Start

Title and META Tag Creation

The TITLE Element
The META Description Tag
The META Keywords Tag
Create Your Own
Tailored TITLE and META Tags
Unsupported Characters

SEO Copywriting

Text Heavy Home Page
Keyword-Rich Text
SEO Copywriting
Speak to Your Audience
Use Easy to Understand Language
Build Your Copy Around Your Keywords
Keyword Integration

SEO Integration

Putting it All Together
Target Keyword Phrases
Optimised TITLE Tag
Optimised META Description Tag
Optimised META Keywords Tag
Optimising an Un-Optimised Page
Integrating Optimised Title and META Tags
Integrating Optimised ALT IMG Attributes
Optimising Page Text
Integrating a Call to Action

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Search Engine and Directory Submission

Before You Begin

Pre-Submission Checklist

Site Submission Spreadsheet

Rules of Submission

Submitting to Directories

Submitting to the Yahoo! Directory

Submitting to Open Directory

Paid Submissions

Lists of Other Search Engines and Directories

Search Engine Spam

The Definition of Search Engine Spam

Examples of Search Engine Spam

“Black Hat” vs. “White Hat” Search Engine

Optimisation

Why Spam is Unnecessary

SEM Industry Standards

Search Engine Guidelines

How to Report Spam

How to Avoid Spamming the Search Engines

Build Sites for Visitors Rather than Search

Engines

SEO Reporting and Conversions

Measuring SEO Success

Track your site’s search engine rankings

Track the amount of traffic your site is receiving

Track the number of returning visitors to your site

Track the number of sales / conversions your site receives

Track the link popularity of your site