

SEO

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COURSE LENGTH: 1.0 DAYS

Search Engine Optimization (SEO) requires you to have an understanding of how to create content which can easily be indexed by search engines. The process includes identifying and using preferred keywords to increase your search engine ranking. It is a marketing tool used by businesses to improve visibility on search engine results pages (SERP's) and when done properly will have an effect on your rankings.

The PD Training SEO Training Course gives you a better understanding of concepts like on-page versus off-page SEO, how to optimize images and videos, best practices for content creation and essential files you must have on your site. Further topics covered include Google page rank, researching meta titles, descriptions and keywords, back linking (what to do and what NOT to do), Search Engine Marketing (SEM), outsourcing and much more.

This SEO class by PD Training, takes the "voodoo" out of SEO by offering practical tools and a methodical approach to improving your online presence.

This enlightening SEO training course is available now throughout Hong Kong.

This SEO training course can be delivered at your premises by one of our expert local or international trainers or live online using our HIVE technology. Contact us today for a quote.

SEO COURSE OUTLINE

FOREWORD

Search Engine Optimization is a recent addition to the advertising and marketing sector key strategies. This course helps you understand that it is not all technical voodoo and wizardry, but that it requires simple clear planning and sound web development and clear communication techniques.

Don't be misled by the companies selling you false services and promises, come and learn the principles and techniques you can implement for your website yourself – and achieve the results on your own websites.

OUTCOMES

- ▶ Know why SEO is important
 - ▶ Understand the key terms & concepts
 - ▶ Implement effective back-linking & search engine marketing plans
 - ▶ Learn the difference between on-page SEO and off-page SEO
 - ▶ Learn how to optimize images and videos
 - ▶ Understand how to conduct keyword research & analysis
 - ▶ Learn best practice techniques for creating written content
 - ▶ Understand common mistakes and how to avoid making them
 - ▶ Conduct competitor analysis
 - ▶ Understand how to reverse engineer competitor back-linking strategies
 - ▶ Learn how to outsource SEO services and how to find the right partner
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MODULES

Lesson 1: What is SEO

- ▶ Define "SEO"
- ▶ Why is SEO important?
- ▶ How do people find your website?
- ▶ How do search engines find your website?
- ▶ What does Google measure?

Lesson 2: Key terms and concepts

- ▶ PageRank
- ▶ On-Page SEO vs Off-Page SEO
- ▶ On-Page SEO ranking
- ▶ Nested internal links
- ▶ Keywords

Lesson 3: Implementing SEO on your site

- ▶ Writing for keywords
- ▶ SEO for IMAGES
- ▶ Off-Page ranking
- ▶ Public consumption counts
- ▶ How to get good links

Lesson 4: Common mistakes to avoid (and some of the voodoo made simple)

- ▶ Things to avoid in linking
- ▶ How to measure your site's popularity
- ▶ Duplicate content
- ▶ Canonical hierarchy
- ▶ Competitive content

Lesson 5: Back Linking and Search Engine Marketing (SEM)

- ▶ Blogging
- ▶ Article marketing
- ▶ Google AdWords
- ▶ Google AdSense
- ▶ Security
- ▶ Latest industry news
- ▶ Free form site analysis

Lesson 6: Competitive Analysis & Outsourcing

- ▶ Collaboration
- ▶ Discussion
- ▶ And 'what about my site'
- ▶ When to outsource
- ▶ What to outsource
- ▶ Selecting the right SEO provider

WEB LINKS

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- ▶ [View this course online](#)
 - ▶ [In-house Training Instant Quote](#)