PROFESSIONAL DEVELOPMENT TRAINING

Introduction to SEO - Online Instructor led 90-minutes

016 299 1479

REQUEST QUOTE

1.0 DAY COURSE

Search Engine Optimisation (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 basic concepts like on-page versus off-page SEO, how to optimise 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).

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

This enlightening SEO training course is available now throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra and Perth.

What You'll Gain:

Search Engine Optimisation 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 optimise 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

Modules

Lesson 1: What is SEO

- Define “SEO”
- Why is SEO important?
- Google is an Robot Algorithm
- 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
- Content vs Assets
- Keywords
- Internal Linking
- Other Considerations

Lesson 3: Implementing SEO on Your site

- Meta Content
- Writing for Google /li>
- SEO for IMAGES
- SEO for Videos

Lesson 4: Improving Site Structure

- How to Measure Your Site’s Popularity
- Duplicate Content
- Canonical Hierarchy
- Competitive Content

Lesson 5: Promotions and Traffic

- Social Media
- Blogging
- Article marketing
- Google AdWords

Lesson 6: Off-Page SEO

- Types of Backlinks
- Backlinking Basics
- How to Get Good Links
- Things to Avoid in Linking
- Negative SEO

Talk to our expert team

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