

## SEO Training (2 Day)

In order to make it easy for search engines to find websites, one must understand the role of links pointing to the site and how to use keywords for optimal performance. This SEO training class will take some of the mystery out of SEO, or search engine optimization. Participants will learn about creating pages that search engines can read, using the right keywords, and keeping track of how their websites are performing.

### Course Topics

- Understand the difference between search engine sites and search systems.
- Understand how search engines work.
- Learn how to choose keywords.
- Understand Website indexing.
- Learn how to examine websites for problems.
- Learn how to use the free Google Keyword tool and Wordtracker.
- Create search engine friendly web pages.
- Create copyright free content.
- Learn how to submit your pages to search engines.
- Create, submit, and ping sitemaps.
- Understand the importance of search directories.
- Find second-tier and specialized directories.
- Understand how search engines calculate value.
- Learn how to weigh pages with PageRank and TrustBank.
- Understand SEO penalties.
- Understand the cause of problems that lead to penalties.

### Class Prerequisites

Experience in the following *would be useful* for this Marketing class:

- HTML
- Marketing

## Course Outline:

### Surveying the Search Engine Landscape

- Investigating Search Engines and Directories
- Where Do People Search?
- Search Engine Magic
- Gathering Your Tools

### Search Results, Deconstructed

- The Big Two: Organic and PPC
- Looking at Local Results
- Checking Out Shopping Results
- Viewing Video and Image Results
- Getting Friendly with Social Results
- Collecting Bits n' Pieces

### Your One-Hour, Search Engine-Friendly Website Makeover

- Is Your Site Indexed?
- Taking Action If You're Not Listed
- Picking Good Keywords
- Examining Your Pages
- Getting Your Site Indexed

### Beating the Competition – Planning a Powerful Search Engine Strategy

- Don't Trust Your Web Designer
- Understanding the Limitations
- Eyeing the Competition
- Going Beyond Getting to #1
- Controlling Search Engine Variables
- Determining Your Plan of Attack
- Look Away for a Few Minutes
- Two Things to Remember

### Making Your Site Useful and Visible

- Learning from Amazon
- Revealing the Secret but Essential Rule of Web Success
- Making Your Site Work Well
- Panda – Google Endorses Good Design
- Keep it Fresh (Perhaps)

### Picking Powerful Keywords

- Understanding the Importance of Keywords
- Thinking Like Your Prey
- Starting Your Keyword Analysis
- Using a Keyword Tool
- Choosing Your Keywords

### Creating Pages that Search Engines Love

- Preparing Your Site
- Seeing Through a Search Engine's Eyes
- Understanding Keyword Concepts
- Creating Your Web Pages

### Bulking Up Your Site: Competing with Content

- Creating Content Three Ways
- Writing Your Own Stuff
- Convincing Someone Else to Write Content
- Using OPC (Other People's Content)
- Understanding Copyright
- Hunting for Other People's Content
- A Word About Duplicated Content

### Finding Traffic Through Local-Search Marketing

- Understanding Local-Search Marketing's Importance
- Looking Through Local Search
- How Does Local Search Work?
- Two Ways to Reach People Locally
- Localizing Your Web Pages
- Registering for Local Search
- Finding More Local Systems
- Don't Forget Local-Local Directories
- Working with Review Sites and the Yellow Pages

### Getting Your Pages Into the Search Engines

- Linking Your Site for Inclusion
- Simple Link Submissions to the Major Systems
- Submitting an XML Sitemap
- Submitting to Secondary Systems
- Using Registration Services and Software Programs

### **Submitting to the Directories**

- Pitting Search Directories Against Search Engines
- Why Are Directories so Significant?
- Finding Specialized Directories
- Using "Local" Directories
- Submitting to Second-Tier Directories

### **Using Link Popularity to Boost Your Position**

- Why Search Engines Like Links
- Understanding Page Value and PageRank
- Page Relevance
- Hubs and Neighborhoods
- Trust in TrustRank
- Inserting Keywords into Links
- Good Links and Bad
- Recognizing Links with No Value
- Recalling a Few Basic Rules about Links

### **When Google Bites Back: A Guide to Catastrophe**

- How, and How Much?
- Is it Really a Penalty? A Little Analysis
- Pulling It All Together: Have You Been Penalized?
- Why Aren't You Indexed?
- Digging Your Way Out of the Hole

### **Ten-Plus Ways to Stay Updated**

- The Search Engines
- Google's Webmaster Pages
- Google's Search Engine Optimization Starter Guide
- Bing SEO Tips
- Search Engine Watch
- The Official Google Webmaster Help Group
- WebMaster World
- HighRankings.com
- Get the Search Engine Buzz

### **Ten-Plus Useful Things to Know**

- Managing Sitelinks (Multiline Search Results)
- Checking Your Site Rank
- Checking for Broken Links
- Assessing Traffic with Alexa Toolbar
- Installing Firebug
- Analyzing Your Sites' Traffic
- Checking for Duplication and Theft
- Using 301 Redirects
- Getting Multiple Results on a Search Page
- Identifying Fake PageRank
- You Need and Attractive Site
- Finding More SEO Tools
- Fixing Your Reputation