

Link Building & SEO – 1 Day-Training

Our 1-day training program covers the following areas:

Link Building Introduction

- Why link building is essential
- The Google algorithm (and 100 + factors)

Link Building Techniques

- Article Submissions (How to write, submit, signature and best sites)
- Link buying
- Link renting
- Forum posting
- Link begging
- Link baiting
- Blogging
- Electronic PR and Online press releases (with links)
- Forums posting
- Message Boards and becoming a product expert
- Importance of Deep linking (internal and inbound)
- Directories
- Local Business Listing
- Viral link building

Link Building Issues and things to watch and to do

- Link Text Mixes
- Link Text source numbers
- PR from Incoming Links
- Linking company Domains (.org, .edu's etc)

The future and keeping up with Online marketing

- Blogging – what is it and the benefits
- How to submit your site to Google sitemaps
- Understanding the statistics
- RSS. Why is everyone talking about it? What is it?

PRICE: £285

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