

## **Search Engine Optimisation - 1 Day Training**

(Targets more the web pages and website itself, whereas the 1 day E-Marketing Training covers areas more which include Email Marketing and Affiliate Marketing etc)

Our 1-day training program covers the following areas:

### **Why is Search Engine marketing so important?**

- Reasons to optimise
- How searches and spiders work
- What search engines to target
- About Page-rank and Alexa

### **Web Page Optimisation**

- Creating keyword rich text
- Use of Header types and high placed text
- Creating quality in-site deep links.
- Alt tags and image naming (and Google Image traffic)
- Writing for both users and Search Engines
- Creating optimised Meta Tags
- Theming
- Site Structure

### **Key-word and phrase analysis**

- How to automatically analyse the keyword density
- Using other tools to choose effective keywords/phrases
- Effective targeting
- Competitor analysis
- Strategies to attract users and Search Engines

### **Electronic Campaign Strategy**

- Learn all about writing a Blog and setting one up
- Learn about article submissions and creating one way inbound links
- RSS on your site and the benefits discussed

### **Google Site-maps**

- The benefits of Google site-maps
- How to submit your site to Google sitemaps
- Understanding the statistics

### **Link building Basics Overview**

- Basics of link building
- Difference between good and bad links
- Submitting to Directories
- Search Engine submission
- Link Buying and Renting
- Difference between White and black hat SEO techniques
- How to avoid black hat techniques that will otherwise get you penalised in Search Engines.

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**PRICE: £285**

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