

SEO

SEO Advanced SEO Training

About The Course

This one-day SEO Advanced course ventures beyond content optimisation to examine technical and 'off page' factors affecting website performance. Examine how the design, structure and speed of your website impacts SEO. Learn how to develop link building strategies, work with Google Analytics and Search Console and explore special considerations for optimising blogs and mobile content.

Participants are encouraged to use their own website during the course to examine areas that may be hindering website performance and developing strategies for addressing these issues post training.

Duration: 1 day

Class size: 10 students max

Times: 9:00am - 5:00pm

Price: Refer to our website for current course and package pricing

After the course?

Each student will receive:

- Certificate of completion
- Training manual
- 12 months FREE email support
- FREE class re-sit (if necessary)

Who Should Do This Course?

This advanced SEO course is designed for anyone wanting to fine tune their SEO efforts to further enhance their websites performance. Develop a better understanding of Google Analytics and report interpretation to refine your SEO strategies.

Prerequisites

Participants should have a solid understanding of the concepts outlined in the SEO Essentials course. Whilst some of this course is technical in nature, a technical background is not required to attend this course.

Content

Unit 1: Website Design and SEO Implications

- Using Graphics Correctly and Effectively
- Identify Issues with Graphic and Flash Heavy Pages
- Web Page Layouts – Tables vs CSS
- Building Search Friendly Site Navigation
- Identifying JavaScript Issues

Unit 2: Site Architecture

- Writing Search Friendly File Names
- Specifying Search Friendly URLs and Permalinks
- Choosing Search Friendly Domains
- Maintaining Rank for Moved, Renamed or Deleted Pages
- Consolidating Link Energy with Canonical URLs
- Migrating aWebsite – Best Practice
- Theming Content for Greater Impact

Unit 3: Excluding Content from Search Indexes

- Excluding Content from Search Results
- Compare Exclusion Methods
- Creating the robots.txt File
- Using robots.txt File
- Testing your robots.txt File

Unit 4: HTML and XML Sitemaps

- Overview of Sitemaps
- Check your Site for XML & HTML Sitemaps
- Using Sitemaps to Improve Page Indexing
- Create an XML Sitemap for your Website
- Submit XML Sitemaps to Search Engines

Unit 5: Link Popularity Strategies

- Understanding Link Popularity
- Checking Backlinks
- Checking Link Popularity
- Link Building Techniques
- Avoiding Keyword Link Spam
- Avoiding Links that Harm SEO

Unit 6: Measuring SEO Campaigns

- Registering your Site with Google Analytics
- Identify Key Metrics to Measure SEO
- Explore Audience Reporting
- Explore Acquisition Reporting
- Explore Behaviour Reporting
- Tracking conversions
- Interpreting Analytics Data
- Fine Tuning your SEO

Unit 7: Google Search Console

- Review Search Traffic (Queries, Links)
- Review security issues and warnings
- Review Google indexing issues
- Use Google Page Speed Insights
- Integration with Google Analytics

Unit 8: Building Faster Websites

- Why Faster Websites are Good for SEO
- Analyse Website Loading Times
- Examine Technologies for Improving Performance
- Choosing a Web Hosting Provider – SEO Considerations

Unit 9: Blog Optimisation Considerations

- Why and How to Blog for SEO Benefits
- Optimising Post Content
- Optimising Blog Navigation
- Promoting Blog Posts
- WordPress Plugins to Enhance SEO
- Building Community via Commenting

Unit 10: Optimisation for Mobile

- The Importance of Mobile Optimisation
- Identify Mobile Factors Important to Google
- Understanding Responsive Layouts
- Understanding Mobile Friendly Scalable Content
- Identify Mobile Usability Issues using Google Search Console

Looking for course dates?

To view a full list of course dates, please visit our website at www.dynamicwebtraining.com.au

Alternatively please contact our office on **1300 888 724**