

SEO Essentials - Introduction to Search Engine Optimization



SEO ESSENTIALS TRAINING COURSE SYNOPSIS

Essentials Search Engine Optimization Class (the Basic Class)

Ideal for beginning webmasters and business owners who are maintaining their own websites. At the SEO Essential Skills Workshop, as a beginner, you will have a thorough grounding in the basics of search engine optimization, which will get you started in using good practices and understanding of the tools. After you pass the final exam, you'll receive certification showing that you've completed the modules and understand the concepts. Essential Skills Workshop Syllabus

The entire workshop is hands-on and personalized to you and your classmates. You'll see demonstrations of real situations, hands-on practice of your own problems, and daily self-evaluations of each participant so we are sure you're understanding everything.

PREREQUISITES FOR THIS SEO TRAINING COURSE

No Prerequisite

WHAT YOU WILL LEARN IN THIS SEO TRAINING COURSE

Writing Content that Appeals to Your Visitors (Updated)
Where to Place Keywords (Foundations in SEO)
Getting Your Pages Found by the Search Engines and Directories
How to Monitor Your Progress
Building Link Popularity through External and Internal Linking
The Basics of Local Search (New)
The Missing Element in SEO: Creativity
Stay out of Trouble with the Engines and Directories

SEO TRAINING COURSE LENGTH AND TIME

This class is 2 days long. Class time is 9:00 a.m.- 4:00 p.m. Breaks are scheduled throughout the day and lunch is typically scheduled 12-1. Students provide their own lunch.

SEO ESSENTIALS COURSE - ENROLLMENT

Please see our Enrollment Page (<http://www.ledet.com/enroll>) for our enrollment form.

LOCATIONS FOR THIS SEO ESSENTIALS TRAINING COURSE

We have training centers in Atlanta, Houston, Chicago, Denver, San Diego and Washington DC. We also offer classes at a network of rental facilities. We offer private onsite training and instructor-led, live online training. If coming to a rental facility, please double-check the location of your class with our office to make sure you get to the right location.

GOALS FOR THIS SEO ESSENTIALS TRAINING COURSE

Sterling Ledet and Associates realizes the importance of education and we take pride in being able to offer you classes that are more custom fit to your needs. Call us at (877) 819-2665 if you have any special questions or e-mail us at sales@ledet.com.

DISCLAIMER

Our goal is to make sure your class meets your objectives, not ours. Therefore, all of our outlines are treated as guides to help steer the workshop. This outline does not guarantee that all the topics listed will be covered in the time allowed. The amount of material covered is based on the skill level of the student audience. We may change or alter course topics to best suit the classroom situation.

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LESSON 1 - FOCUS: A SOLID FOUNDATION IN SEARCH ENGINE MARKETING

Our 6-Step System
Keyword Research (New)
Keyword Research Exercise
Writing Content that Appeals to Your
Visitors (Updated)
Writing Content Exercise
Where to Place Keywords (Foundations in
SEO)
Learn How to Optimize Your Pages
Manually
Improve Your Click Through Rates
Getting Your Pages Found by the Search
Engines and Directories
Continue working on your page, editing,
writing, keyword research

LESSON 2 - FOCUS: SEARCH ENGINE PROCESSES

Review of Evaluation Forms and Answer
Questions
How to Monitor Your Progress
Learn Why It's Important to Work in
Ranges of Pages
Stay out of Trouble with the Engines and
Directories
Building Link Popularity through External
and Internal Linking
Sponsored Search Online Advertising
Basics (New)
The Basics of Local Search (New)
Getting the Most Out of Your Blog
The Missing Element in SEO: Creativity
Site Reviews