

# **MarketingScoop SEO Training Program Outline**

## **SEO Training Introduction Session**

- Overview of how major search engines rank websites
- Overview of the processes and concepts behind search engine optimization
- Principles and importance of the Google Page Rank system
- Top SEO myths revealed
- Introducing smarter SEO practices (content quality, link bait)
- Setting expectations and timescales for SEO campaigns

## **Web Site Design for SEO**

- Creating a search engine friendly website
- How to test "search engine friendliness" using free SEO tools (<http://www.seomoz.org/crawl-test>)
- SEO hindrances - Frames, Flash, JavaScript navigation systems, poor internal linking etc
- Identifying areas for improvement (existing sites)

## **Web Site Content SEO techniques**

- Keyword research and selection using recognized SEO tools
- Setting up winning meta tags
- Internal linking strategies explained
- Use of headers, bolded, italicized text
- Content writing techniques
- Improving page focus
- Identifying underexploited niches for developing new content

## **Web Site Analytics in SEO**

- Assessing your site's current level of success and importance (building on existing strengths)
- How to monitor web site traffic, search engine referrals and keyword positions
- Real time website analytics and performance monitoring

## **Off Site Optimization techniques**

- Importance of inbound links to search engine ranking
- How to run a successful link building campaign
- Best methods for acquiring links
- What are quality links?
- Researching your competitors
- Identifying good versus bad web directories

- Making article submissions
- Link management techniques

### **Avoiding a Google Penalty**

- Avoiding bad neighborhoods
- Identifying link farms
- Known triggers for Google penalties
- Hidden text and content
- Identifying doorway pages
- Optimal keyword usage

### **SEO Developments**

- Where to find the latest SEO tools
- More on the latest Google search engine algorithm changes
- Where to seek SEO advice and help

**To register call 609-462-0814 or email us at [support@marketingscoop.com](mailto:support@marketingscoop.com)**