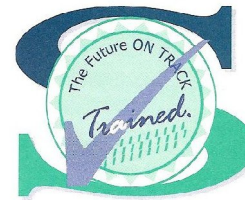


“Search Engine Optimisation and Google”

“Discover the Formula to Page #1 Google Rankings!”



Have you ever wondered

- Why certain websites rank Page #1 of Google when you use a particular keyword?
- Why some of your competitor’s websites rank higher than yours?
- What impact a Page #1 ranking could have on your business?
- Why your website in performing as it should?

Well, the good news is there is no big secret when it comes to achieving high rankings. You just need to know how to optimise your site and present the content in a search engine friendly manner. The websites that rank highly on Google are not lucky; they have simply discovered the magic of Search Engine Optimisation (SEO).

Duration

1 day

Learning outcomes

At the completion of this workshop attendees should be able to:

- Understand the growth of the internet for commercial uses
- Learn the commercial potential of your business being online
- Learn what keywords are and their importance
- Learn to use a free keyword research tool to calculate search volumes
- Learn how to use the keyword results to build a website
- Understand what a snippet is and its importance
- Learn how to use meta descriptions
- Understand why the structure of a website effects SEO
- Study the logic and structure of product and service segmentation on a website
- Be able to quickly determine good and bad SEO characteristics of websites
- Understand the need for conversion techniques on a website

Target audience

The SEO and Google workshop is designed for anyone who wants to understand what drives the rankings returned by Google and other search engines. This could include:

1. Business owners who want to either design or redesign a website to obtain better results
2. Business owners who want a practical understanding of SEO and how to implement it.
3. Anyone who has a website that is not achieving its desired outcome.

Course pre-requisites:

The Search Engine Optimisation workshop assumes no prior knowledge of SEO or website design or structure. Participants should have a general understanding of personal computers, the Windows operating system and the Microsoft Explorer Internet Browser. A website is not required. The course is not designed to allow changes to be made to your website on the day.

Pro-efficient Professional

The Future ON TRACK – TRAINED ✓

Ph: 0419 797 932 Email: info@sutherlandcomputers.com.au Web: www.sutherlandcomputers.com.au

This course will cover the following topics:

Introduction

Where is mass media heading
Why is the internet starting to dominate mass media
The internet is another channel of communication – it is not the whole answer
Some statistics that will amaze you

Internet Strategy

What does it cover
Where do you start
Get the order right first – strategy, SEO, conversion, link building
A guide to what you need to consider as part of your internet strategy

Basic SEO concepts

How to tie SEO into your internet strategy
Why is SEO important
What is a search engine
How does a search engine work
What does a search engine expect from a website
Local Google results compared to other options – other countries, international
Learn the necessary lexicon for websites (URL, meta tag, extension, etc)
How to research domain names for registration or ownership
Some great tips and shortcuts to doing SEO simpler and faster

Keywords

Keywords defined and discussed
What keywords should you use
What keywords are being searched
How to use Google Keyword Tool
How to interpret the keyword research
Understanding the difference between informational, navigational and transactional search queries
Look at examples of keyword research – you will be surprised
Perform your own keyword research and analysis

How to implement SEO on a website

Domain name selection issues
Page URL structure
Page title coding
Meta description usage
Keyword density
Use of headers on a page
Use of bolding to highlight keywords
Why images have to be used sparingly

How to optimise a Google snippet

A snippet defined and discussed
Where do snippets come from
Learn how to shape a snippet for your benefit
What message do you want to send in a search query result
Where to place a call to action
Learn to use a great free tool to become the master of a snippet

Product segmentation

What is Google looking at
When should products be separated
How do you manage this
Examples of good and poor product segmentation
Perform your own product segmentation research and analysis

Link strategies

Why they are so powerful
How and when do they help
Google's PageRank methodology explained
Understand the different types of links – one way, reciprocal, no follow, etc
The benefit of internal linking on your website
Understand the benefit of contextual links
Explore a fundamental linking strategy
Learn the concept of link bait
When linking can be bad rather than good

What to do when you get traffic

Different sources of traffic to a website
Understanding search queries from a commercial perspective
What is the main action sought from searcher
Some examples – good and poor

Bringing it all together

An SEO checklist to take away
A list of the free website tools used or discussed during the workshop
CMS – content management systems – what to look for in them

Related Courses:

Using good SEO on a website is a good start to driving traffic to your business. If you want to learn how to drive traffic to your website using Pay Per Click and Google Adwords for an instant hit, you should attend the **“Online Advertising with Google Adwords”** 1 day workshop.

One of the most effective uses of SEO is its application to Blogs. Learn how to create a highly optimised blog and discover how a blog can enhance your web presence, drive traffic to your website and ultimately increase sales. Learn the art of blogging by attending the **“Blog Master”** 1 day workshop.

Cost per student: \$300.00

To make a booking please
contact us on
info@sutherlandcomputers.com.au

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