

This one day course can be combined with

- Introduction to Pay per Click Advertising
- Introduction to Web Analytics (half day)

to provide a comprehensive two day search engine marketing training programme

Natural Search Optimisation

Workshop

Outline of agenda

- 1 What is a search engine – how it gathers finds information – differences between search engines and directories
- 2 Keywords research – this is fundamental to any search optimisation. We look at Wordtracker in some detail including different ways of using this tool.
- 3 Linking – good visibility is impossible without good linking strategies. We look at how to develop quality incoming links, including link baiting. Internal link structure is also extremely important and we look at how to make the most of a site's internal linking.
- 4 Content for readers and spiders – content is king but it must be search engine friendly content that also appeals to the human visitor. We cover how search engines rank pages against search terms and what they are looking for. We also look at different types of content.
- 5 On page optimisation – getting the right words in the right places is only half the story now but it is still a vital half. We look at HTML type pages as well as PDF documents.
- 6 A closer look at Google. Google now offers a range of tools at Webmaster Central. We look at how to use them and how they can help.
- 7 The value of sitemaps – how, when and why to use them.
- 8 Multiple domain names and sub domains, when and where to use them and how to use redirects when necessary.
- 9 Anti-spam guidelines – knowing what not to do will keep you out of trouble. Ignorance is no defence.
- 10 Resources – how to keep your knowledge base up to date plus some useful tools.

Workshop format

The workshop is designed to be interactive. A topic is explained and then there is ample opportunity to discuss how it can be applied to specific sites and in particular situations. In this way, at the end of the workshop, students will have built up an action plan relevant to their individual site that they can start to implement as soon as they get back to the office.

Workshop goals

At the end of the workshop, we will have covered the range of strategies available to develop long term natural search engine visibility. The focus is on understanding how search engines 'think' rather than on any tricks or tips for short term gain. Search engines change their algorithms frequently in their continuing war on unscrupulous sites. Sites that understand the search engine process and provide good quality content designed to match relevant search queries, are extremely unlikely to be seriously affected by these algorithm changes. In this way, investment in natural search visibility is an investment that is repaid again and again and again.

Manual

A comprehensive training manual of all the material covered in the workshop is provided. There is space at the end of each section for notes and for the development of an individual action plan specific to the needs of the student's own site.

Venue

Basepoint Basepoint Business Centre, Aviation Park West, Enterprise Way, Christchurch BH23 6NX. Basepoint is next to Bournemouth Airport to the north of Bournemouth town centre.

Fee

£400 plus VAT.

Please note that full payment is required in advance of the workshop.

Discounts are available if two or more training events are taken together.