



**SEO
training**

www.seotraining.org.uk

SEO Introduction Training

SEO Overview

What is Search Engine Optimisation?

SEO Pyramid – Visibility, Relevancy & Popularity

How Search Engine's Rank – *how Goggle works: algorithm & PageRank*

Keywords and Target Audience

Understanding Your Target Audience

Keyword Research Primer

Writing for the Web

Building a Great Website

Unique Selling Proposition

Search Engine Friendly Design

Choice of Content Management System (CMS)

Website Usability and Design

Getting Found on Google (and other search engines!)

Getting Indexed

Sitemaps – HTML and XML

SEO Copywriting & Keyword Tuning

Understand SEO related HTML tags

Local, Universal and Personal search

Understanding PageRank & Link Building Primer

SEO Ranking Factors

Putting SEO into Practice

SEO Roadmap

SEO Checklist

Managing SEO Projects