Introduction to Search Engine Optimisation (SEO)

Duration: 1 Day

Objectives

Our course teaches the accepted techniques and technologies that will give your website the highest rankings in Search Engines. After attending, delegates will be able to optimise their websites for Search Engines such as Google using the most valid and proven techniques.

Pre-requisites

Some knowledge of HTML is helpful but not essential.

Course outline

How Search Engines work
- Site Indexing
- Spiders and bots
- Google's PageRank technology
- Reciprocal Linking

Creating Accessible and Valid code
- Why Accessibility and Search Rankings work together
- Creating valid HTML/XHTML and CSS
- Validating your code
- Creating Accessible navigation
- Allowing graceful degradation of pages
- Link Checking

Identifying Effective Keywords
- How many keywords are ideal
- Useful tools to identify effective keywords
- Why some keywords are better than others
- Analysing keyword Density
- Popularity and frequency of keyword usage

Placing your keywords strategically
- The essential locations for keyword placement and distribution
- History and effectiveness of Meta tags
- Placing keywords in the head and body sections
- Key words in specific attributes
- Keywords on incoming links

Navigation Systems
- Global vs local navigation
- Using hierarchical navigation
- Inline Linking
- Site Maps

External Sites
- Establishing relevant reciprocal linking
- Effective inbound links
- Linking to other sites

Useful tools
- Keyword Density Checkers
- Keyword suggestions
- Site submission tools
- Submitting your site to the major search engines
- Google Webmasters' tools