

Training Syllabus

Google Search Engine Optimization

Version 2.0 - 1 June 2011

Module 1:

Introduction to Google

Why is Google important?
How to get to the top of Google
What is Pay Per Click (PPC)?
What is Organic Search Engine Optimization?
What is Google Places?
What is Black Hat optimization?
How does Google work?
What are Apache server logs?
How does Google see the world?

Module 2:

Best Practices - Keyword Selection

Importance of Keywords
How to choose your keywords
Why use multiple keywords
How to find niche keywords
What are stop-words?
Decompiling competitor websites

Module 3:

Best Practices - Content Design

How to optimize your keywords
What is a website theme?
How to optimize page and file names
How to structure your page content
How to optimize Meta tags
How to optimize page title tags
How to optimize Meta description tags
How to optimize Meta keywords
How to optimize h tags
How to optimize li tags
How to optimize p tags
How to optimize alt tags
How to optimize title attribute tags
How to avoid the misuse of header tags
Choosing the best writing style
How to avoid penalisation

Module 4:

Best Practices - Linking Strategies

Why are links important?
What is Google PageRank?
What are internal links?
What are the three types of external link?
What are the best sources of links?
Should I link to blogs and social media sites?
What is a link farm?

Module 5:

Best Practices – Website Design

What are cascading style sheets and why use them?
How can you validate your website pages?
Why should you avoid website frames?
How can you optimize Content Management System URLs?
How to choose the best domain name?
What should you look for in a hosting company?
Do and don't checklist.

Module 6:

Best Practices – CMS

How to optimize Wordpress, Joomla, Drupal & dotNetNuke website pages and links.

Module 7:

How to Decompile a Competitor Website

How to find your competition
How to find why they have good search engine rankings
How to find what keywords they use
How to find who links to them
How to use the Google Toolbar
How to use the backward link checker
How to use the cached pages checker
How to beat the competition

Module 8:

Google SEO Tools

How to setup and use a Google Webmaster Account
How to verify your website
How to setup and register a Google sitemap
How to produce and install a robots.txt file
What is a 301 redirect?

Module 9:

Monitoring Traffic

How to setup Google Analytics
How to use Google Analytics

Module 10: Maximizing Conversions

What is website usability?
Why is it important?
How to design the ultimate website