



What you'll study on the Google™ SEO Course

Module One

Introduction: the Google philosophy. How to make them love you. What works and what doesn't

Module Two

Analysing your site - focus, design, functionality, navigation, current search engine performance, metadata, validation and mark-up

We will provide feedback on all these areas - plus a free SEO report

Module Three

The basics - diagnosing your site's problems. Submitting your site to key directories. Checking your coding

Module Four

Getting the links right. Inward and outward links. Analysing link popularity - plus a free report on your site's current link performance

Module Five

SEO copywriting - using keywords effectively. Analysis of your site's written content, keywords and keyword density. Plus a free list of suggested search terms for you to write into your copy

Module Six

Tracking your site's performance - site statistics. How to analyse and use them. SEO tools. Keeping ahead of the game