



Training that works

[www.ctjt.biz](http://www.ctjt.biz)

## 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