

# Search Engine Optimisation (SEO) Basics

1 Day Search Engine Optimisation Workshop Understand the core principles of Search Engine Optimisation and how to implement good website structures, increase popularity and remain trustworthy and credible while avoiding black hat techniques that could drop your listings or get you blacklisted from Search Engines.

The course will cover the following:

## Introduction to SEO

- Where does website traffic come from and why are Search Engines important
- What is SEO and how do search engines rank

## Your SEO Strategy

- What do you want to rank for?
- Keyword & competitor research
- Setting objectives
- Paid Search (Google AdWords) vs Natural Search (SEO)

## SEO Implementation: On-site Factors

- Hosting & Domain Names
- Getting indexed
- Website structure &ndash; Tags, Meta Data, Headings

- W3C Compliance
- SEO Friendly Images
- SEO Friendly URL's
- Content (landing page optimisation)

#### SEO Implementation: Off-Site Factors

- Inbound, Outbound and External Links
  
- The impact of social media & blogs on SEO

#### Black-hat Techniques & Spamming

- Black-hat techniques to avoid
- Spamming strategies &ndash; what NOT to do!

Book Online Now!

#### Who Should Attend

This course will benefit web designers, web developers, marketing managers, online marketers, techies, Search Engine Optimisers, business managers and website owners who want to see improved results from their website's online presence.

Course Duration

One Day Course

Course Fee

R1 750 plus VAT

Venue

Indaba Hotel, Fourways.

Johannesburg

Fee Includes

Course material

Tea, Coffee & Refreshments

Lunch

Certificate of Completion

Book Online Now!

[View references & testimonials from previous delegates here.](#)