

Advanced Search Engine Optimisation Techniques

1 Day Search Engine Optimisation Workshop Understand the core principles and techniques to apply when developing a new website or learn how to perform an audit analysis on an existing website to improve web page rankings through proper SEO site architecture, SEO-friendly copywriting, enhanced credibility and popularity.

The course will cover the following:

- Your SEO Toolbox
- Keyword Analysis
- Keyword Research
- Search Engine Rankings
- Search Term Competition
- Competitor Rank Checks
- Performance & Popularity:

- Google PageRank
- Alexa Traffic Rank
- Site-load Speed
- Link Analysis
- Indexed Pages
- Dmoz Listing
- Site Crawl
- Canonical URL Check
- Domain Age
- Google Banned URLs
- SEO-friendly URL's

- On-Site Optimisation:

- Sitemap
- Hosting & Domain Names & Age
- Sitemaps
- Robots.txt
- Frames/iFrames Check
- Forms Check
- JavaScript & Styles
- HTML Validation
- Meta Descriptions & Kewyord Tags
- Header Tags
- Alt Tags
- Navigation
- Anchor Text
- W3C Compliance
- SEO Friendly Images

Course Duration

One Day Course

Course Fee

R1 950 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.](#)