



# SEO: Search Engine Optimization

One-Day Course

Windows and Macintosh

## Course Overview:

Search Engine Optimization has become a leading marketing tool for the web, with Google, Yahoo and Microsoft Live (formerly MSN Search) leading the way. This course lays out a set of methods aimed at improving the ranking of a website in search engine listings and could be considered a subset of search engine marketing. Whilst learning about the 'rules of engagement' you will also be exposed to an industry that is revolving at a fast pace and learn what it takes to get the rankings of your web pages optimized for better results.

## Course Content:

- Why Search?
- The Goal of Search Engines
- Early Search Engines
- How Search Engines Work
- White Hat vs. Black Hat SEOs
- Writing for Search Engines
- Keywords
- Keywords Suggestion Tools
- Meta Tags
- Internal Linking
- Submitting to Search Engines
- General Directories
- Major Search Engines: Google, Yahoo, Windows Live (formerly MSN Search), ASK
- Comparing Search Results
- Link Building
- Monitoring Results
- Tips and Techniques