

# Digital Marketing & SEO Advanced Class

This 3-day class is great for those individuals or companies that already have a good understanding of SEO basics and are looking for additional ways to move their site ahead of the pack. It covers many of the latest strategies and techniques needed to help you compete even for those sites with very competitive environments.

Group classes in NYC and onsite training is available for this course. For more information, email [hello@nobledesktop.com](mailto:hello@nobledesktop.com) or visit: [nobledesktop.com/classes/advanced-seo-course](http://nobledesktop.com/classes/advanced-seo-course)



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## Course Outline

### Advanced SEO Strategies

#### Day 1 of Advanced SEO Training (Day 3 of Complete SEO Training)

- Welcome and Introduction of New Participants
- The Future of Search Engine Marketing
- **Advanced Keyword Research and Behavioral Trend Analysis:**
  - You may “think” you know how to research keywords, but you’ll learn how much you really don’t know in this intense session that deals with choosing targeted keywords for your Web pages.
  - Build your Lateral Thinking Skills – You’ll learn how to think of alternate routes if the logical path isn’t effective, and you’ll learn how to think “outside of the box,” and watch lateral thinking convert to traffic and sales for your site.
  - Working with high-performance “root words.”
  - How to find your own industry related “windows of opportunity.”
  - “Wordtracker forensics” how to quickly discover hidden evidence of search behaviors
- Semantic Search in the post-Panda era.
- Natural Language Processing (NLP) and it’s impact from Hummingbird
- Best practices for implementing proper Information Architecture for Large and Small sites.
- Understand how Personalization of Search changes your rankings all the time.
- Advanced Local SEO techniques. Getting in and staying in the Local Search engines and directories
- Ways to optimize your Videos on YouTube or your own site.
- Mobile Search best practices since the April 21st, 2015 “Mobilegeddon”
- **Web Site Reviews:**
  - Each student is given a review for one of their sites on the big screen
  - Multiple suggestions and guidance for improving your visibility are presented
  - Many new ideas and enhancements often originate from these sessions of high value brainstorming

- Improving your click through ratios and improving business
- Answer questions, and student progress evaluation.

## Google Day

### Day 2 of Advanced SEO Training (Day 4 of Complete SEO Training)

- Review of Evaluation Forms and Answer Questions
- How to setup, optimize and maintain an effective Pay-Per-Click Program using Google AdWords
- A quick tour of Google+ and why you need to be using it.
- A whirlwind tour of Google Analytics including deciphering User Metrics, using Segments, setting up Goals, adding Filters, and a look at the Administrative area for proper settings.
- Discover exactly what Google knows about your website (good and bad) with this step-by-step walk through of Google Webmaster Tools.
- Web Site Reviews
- Each and every attendee gets their Web site reviewed by our experts along with a group brainstorming which will give you many new ideas for visibility and exposure.
- Answer questions, and student progress evaluation.

## Advanced Strategies & Strategies “Beyond SEO”

### Day 3 of Advanced SEO Training (Day 5 of Complete SEO Training)

- Review of Evaluation Forms and Answer Questions
- Recovering from Penguin
- How to do effective Link Pruning
- Site Technical Issues
- Dealing with Duplicate Content
- Fixing pages Google can't find with 301 redirects
- What is a robots.txt file and why you should care
- Using Competitive Intelligence for SEO to slay the competition above you
- Persuasive copy-writing for the web
- Why Press Releases are still worth the time and money.
- Social Media and SEO
- Tips for Professional SEO's
- Answer questions, and student progress evaluation.
- Final Exam
- Certification Awards