

Digital Marketing & SEO Basic Class

This 2-day class is taught by a leading SEO expert instructor, and is perfect for small business owners trying to improve their site. It goes over all of the basic strategies you'll need to begin getting qualified traffic to your website.

Group classes in NYC and onsite training is available for this course. For more information, email hello@nobledesktop.com or visit: nobledesktop.com/classes/basic-seo-course



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Course Outline

Search Engine Basics: Getting Results

Day 1 of Basic & Complete SEO Training

- Welcome and Introduction of Participants
- Two Day basic essentials overview
- What exactly is SEO and why do we need it?
- Discover our 6-step system for gaining top rankings in major search engines using the system Steve Scott personally uses.
- **Stress Free System Overview** – Stop stressing and begin to get results right away.
- Why this system will work for you and how it will work for you.
- Demonstration of Steps 1 through 6 cover a variety of topics in a specific order for maximum impact.
- Learn how to determine exactly what your ideal buying audience is searching for.
- Learn how to tap into huge windows of opportunities nearly instantly without stress.
- Examples of what type of content works best
- How to gain maximum advantage from your Web copy
- The impact of Panda and Hummingbird on your content
- How to quickly optimize your pages without fooling with code for hours
- Learn unique ways to make dramatic improvements to your click through ratios
- Basics of Google Analytics and Google Webmaster Tools
- Answer questions, and student progress evaluation.

Linking and Content Development

Day 2 of Basic & Complete SEO Training

- Review of Evaluation Forms and Answer Questions
- Developing a range of pages to attract your best customer
- Proper Link Building Strategies in the Post-Penguin world

- Discovering the Power of Internal Link Building
- The difference and uses for HTML and XML Sitemaps.
- Learn the most effective ways to get your pages submitted and accepted
- How to stay out of trouble with the search engines.
- Getting the most out of the powerful Blog
- The Missing Element in SEO
- Group Problem Solving Assignment!
- Reviews of Participants' Web Sites
- Answer questions, and student progress evaluation.
- Final Exam
- Certification Awards