

# Get to Know SEO

## Course Type

Online Certification

## Duration

20-30 hours (over a three month period)

Content provided by

**MarketMotive**

## Course Overview

Have you Googled your company? Are you at the top of that listing? Make sure search engines and your audience can find your site by mastering today's evolving SEO best practices. In this comprehensive certification course, expert instructors will illustrate all the on-page and off-page techniques you need to build a fully SEO-optimized website. Whether you're new to SEO concepts, or a seasoned professional looking for a reference guide that covers all the critical checklist items, this is a course you'll return to again and again.

## Topics

- SEO fundamentals and best practices
- Designing a comprehensive and successful program
- Effective copywriting for SEO
- SEO for Mobile Devices
- Keyword research and competitive analysis
- Optimizing for local search results

## Course Outline

### SEO Fundamentals and Best Practices

- How to write page titles that the search engines love
- The importance of a well-organized website architecture hierarchy
- How Meta Description tags are best utilized in today's search-based web culture
- How search engines really view your headers, footers, and navigation elements
- How to write effective page copy with current best practices in mind

### SEO Design & Architecture: Foundations of Quality SEO

- Making your site more accessible and more search friendly
- Understanding how and where to draw the line between usability and SEO
- Proper site architecture for large sites, small sites, and blog sites
- Keyword research and its relationship to site architecture
- Building an internal architecture that optimizes your chances for ranking well

### Keyword Research and Competitive Analysis

- Building a solid keyword list for your site
- How and where to blend long tail and short tail terms into your strategy
- Analyzing your competition and finding out where they are vulnerable
- Developing a realistic timeline for competitive term ranking
- How to use the many tools at your disposal

## SEO Copywriting

- Optimal keyword sorting strategies to maximize your exposure
- Writing effective page copy for both search engines and site visitors
- Writing compelling meta descriptions to bring users to your site from the search results
- Optimizing your title tags for maximum effectiveness
- Strategies for building “exact match” phrases without spamming the engines

## Link-Building Strategies, Techniques, and Tools

- The types of links available and which ones to try to get
- Strategies for requesting links from 3rd party websites
- The ins and outs of purchasing paid links
- Engaging the blogging community for links
- Negotiating for links

## Optimizing for Local Search Results

- The top 10 local search ranking factors
- Improving the trust your business has with search engines
- Optimizing the pages that are most important to search engines
- Strategies for premium listings in the search engines
- Staying away from PPC when driving traffic to local search results

## Optimizing for Mobile Search Results

- Optimizing specifically for mobile search results
- The importance of .mobi domain name
- Building an effective text message campaign
- Integrating mobile into your marketing mix
- Building dynamic and hybrid pages to optimize the mobile user experience

## SEO Project Management

- Learning to be an SEO evangelist
- Cultivating relationships with all marketing, management, and development teams
- How getting your SEO in shape projects permanently into the development lifecycle
- Using your QA teams to your advantage
- Reporting techniques when delivering SEO results to management

## Registration Rates

DMA member	\$1399
Non-member	\$1699

## Instructors

### Matt Bailey

Matt Bailey is president and founder of SiteLogic, an Internet marketing training and consulting company. Prior to founding SiteLogic, Matt built web marketing departments at two agencies. He has been teaching web marketing to businesses since 1998, and has consulted with some of the biggest brands in the world. Speaking at seminars and workshops internationally, Matt is known for his clear teaching style, enabling people to understand complex technical information and apply it to their websites.

### Todd Malicoat

Author of popular SEO blog StuntDubl.com and frequent conference speaker, Todd has an uncanny

ability to come up with new angles on the complex realm of SEO, link building, link baiting and search engine marketing. With Todd, you learn the basics, and a whole lot more.