



SEARCH ENGINE OPTIMIZATION (SEO) FOR TOURISM.

Course overview

In Tourism Industry, Search Engine Optimization (SEO), is one of the most cost effective digital marketing strategies as it can deliver hundreds of targeted leads per day to your business for free for a long time, This SEO training course is a proven step by step guide to achieving a top ranking in Google search. Everything is explained in the best practices model and all tools recommendation!

What will you learn?

By the end of this course you will be able to do the following:

- How to select the best keywords for your website
- How to optimize web pages using all available on-page ranking factors
- How to prepare web site for search engine robot visit
- Optimizing Dynamic Web Site and Off-page Optimization
- Using Google Web Master Tool for Optimization

3 Total Course
Sessions



Course Outlines:

Understand how Search Engines Work

- Basic Terms to Help in Understanding SEO
- Definition of SEO
- Compare SEO & SEM
- How Search Engines Works
- Crawlers /Robots/spiders
- Stages: Crawling, Indexing, & Ranking

How to prepare the website using Sitemap.xml & Robot file creation

How to select the best keywords for your web site

- Keyword Research
- Understanding Keyword Research
- Keywords targeting and prioritizing
- Evaluate keyword competitiveness
- The Purchase Funnel Keywords
- Google Keyword Planner Tool

Understanding On-Page Ranking Factors:

- URL structure & domain Optimization
- Title Tag Optimization
- Description Meta-Data Tag Optimization
- Headline Tag Optimization
- Content Writing for Search Engine
- Images and Alt Tag Optimization
- Internal & External Links Optimization
- How to prepare web site for search engine robot visit

How to Use Auditing Tools to Test & Evaluate Page

How to Optimize Dynamic Web Site built by CMS

- Dynamic content & CMS optimization

How to use Off-Page rank factors to support your ranking on Google:

- Off-Page Optimization
- Quality back- link building
- Social Media referrals importance

Using Google Web Master Tool for Optimization

- How to use Google Web Master tool to optimize your web site (WebMaster)
- Monitoring and Tuning
- Google Web Master tool
- Google Analytics Monitoring
- SEO Marketing Tools

