



COURSE

SEO FOR E-COMMERCE

Course overview

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 step by step guide for marketers to achieve top ranking in Google search. Everything is explained in best practices model and all tools recommended are free!

What will you learn?

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

- Understanding how Search Engines Work.
- How to use Google tools for SEO as Google Analytics.
- How to use off-page rank factors to support web site ranking.
- How to optimize web site content to meet Google rank factors.
- Understand the weight of each rank factor to Google indexing technique.
- Using Google Web Master Tool for Optimization.
- Optimizing Dynamic Web Site and Off-page Optimization.
- How to select the best keywords for your website.
- How search engines work and their crawling techniques and technology.

12 Total Course
HOURS

3 DAYS (4hrs each)



Course Outline:

• **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

PREPARE THE WEBSITE USING SITEMAP.XML & ROBOT FILE CREATION:

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

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

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

