

SEO: Keyword Research, Link Building & Content Strategy

Learn to research keywords, optimise content and build links to plan and measure effective SEO strategies.

11

MODULES

50

TOPICS

COURSE OVERVIEW

This course covers the fundamentals of SEO, starting with search engine result pages and how SEO affects a business, followed by keyword research and analysis using dedicated tools. It examines content optimisation, technical SEO factors such as indexing and duplicate content, and content strategy including editorial calendars and social media promotion. It then addresses link building types and strategies, methods for measuring SEO effectiveness, and specialised applications for ecommerce and local search. It closes with a survey of useful SEO tools and the evolution of SEO from past to future.

WHO THIS COURSE IS FOR

SEO Specialists

Digital Marketers

Content Strategists

Ecommerce Managers

Web Marketing Analysts

LEARNING OBJECTIVES

- Explain core SEO concepts and their effect on business
- Apply keyword research and analysis tools and techniques
- Optimise textual and non-textual content for search engines
- Identify technical SEO factors such as indexing and duplicate content
- Plan a content strategy using an editorial calendar
- Apply link building strategies and evaluate link types
- Assess SEO effectiveness using measurement and analytics tools
- Compare SEO approaches for ecommerce and local search

11 Modules, 50 Topics

01

Basic of SEO

TOPICS

Introduction to Online Search · Introduction to SEO · Knowledge about SERP's · How does SEO Affects your business

02

Keywords The Important Element of SEO

TOPICS

Introduction to Keywords · Keywords Research & Analysis · Tools to Analyze Keywords · Tools for Searching Keywords · Keywords Distribution

03

Content Optimization

TOPICS

- Understanding Content Optimization
- Optimizing for Site Structure
- Types of Content
- Optimizing Textual & Non Textual Page Elements
- User Generated Content

04

Understanding The Technical SEO

TOPICS

Language which Search Engine Understands · How search Engines Index Content · Duplicate Content & Canonicals · Server Side Factors · Google Webmaster Tool

05

Content Strategy

TOPICS

- Understanding Content Strategy
- Defining your audience, topics, angle & Style
- Tool for Content Strategy - Editorial Calendar
- Promoting your Content with Social Media

06

Link Building - Another Important Element of SEO

TOPICS

Understanding the Importance of Links · Types of Links · Link Building Opportunities · Link Building Strategies · Anchor Text

07

SEO Effectiveness

TOPICS

Measuring SEO Effectiveness · SEO and Social Share · Social Crawlytics

08

SEO For Ecommerce

TOPICS

- What is Ecommerce & Ecommerce Sites
- Technical components of E-commerce sites
- E-commerce Site Structure
- E-commerce site Content
- Maximizing Link Building & Social Media Sharing for Ecommerce

09

SEO For Local Search

TOPICS

Local Search & Its Elements · What is Local Search · Google+ Local Page · How to create Google+ Local Business Page

10

Useful Tools for SEO

TOPICS

SEO Tools for Page Rank · SEO Tools Link Tracking/Analysis · Keyword Tools · SEO Tools Content Analysis · SEO Tools for Analyzing Competition · Traffic Analysis Tools · Trend Analysis Tools

11

The Past Present & Future of SEO

TOPICS

The SEO Past · The SEO Present · The SEO Future

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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Live Online Classes (ILO)

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