

Getting started with SEO to achieve business goals

Topic 1: Introduction

1. What Is SEO?
2. How search engines work
3. Why some sites rank high and others don't
4. Understanding your business goals for SEO

Topic 2: What do people search for?

1. How to find the right keywords
2. From keyword research to SEO strategy

Topic 3: Optimizing your website for your goals

1. Layout & structure: expanding your website authority
2. Title and Meta tags
3. Optimizing individual articles: headlines, sub headlines, body text
4. Using the right URL structure
5. Optimizing images
6. Leveraging internal linking

Topic 4: Getting links from other websites

1. Why links are so important
2. Simple techniques for getting links

Topic 5: Quick case study

A succesful inbound SEO strategy

Q & A