

SEO for WordPress In a Day



Computer Smart TRAINING CENTRE

This one day hands on training workshop guides you through the process of optimising your WordPress based website – to improve rankings, increase traffic and maximise sales/enquiries. There is a strong emphasis on hands on activities, so you not only learn the theory of **how** to do it, you actually carry out all the steps yourself, so at the end of the day you have a much better optimised website than you started with. You also have the skills and experience, to be able to manage your own SEO campaigns on an ongoing basis – or (if you prefer) to make an informed decision on activities offered by a professional third party Search Engine Optimiser.

With limited WordPress administration experience, we will have you creating optimised Titles and content, and managing your own optimisation activities. This workshop is suitable for small, medium or even large business owners / solo professionals and pretty much anyone who wants maximise the effectiveness of their website to promote their services or products. You will find this instructor led course very practical and hands on. Plenty of time is allowed for practice and revision to be sure you leave with skills you can use immediately.

Pre-Requisites:

- As a minimum, students must have some Windows experience and reasonable mouse skills. It would be beneficial to have a general understanding of the web.
- All student are expected to have an existing WordPress based website, with administration access and at east some experience of WordPress administration

Learning Outcomes:

- As a part of this workshop, you will optimise your existing WordPress website, and develop the skills and experience that you need, to be able to undertake (or at least manage) ongoing Search Engine Optimisation campaigns....

Understanding Search Engine Optimisation

- Basic Search Principles
- SEO vs SEM
- Understanding your Niche – Keyword Analysis

SEO Fundamentals

- Indexed Pages
- Crawlability
- On Page Elements

WordPress Fundamentals

- "Out of the Box" SEO
- WordPress Setup Optimisation
- Search Friendly Themes
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Keyword Optimisation

- Site Structure
- Page & Title tags
- Categories
- Posts
- Tags

Link Building

- What & Why
- Link Building Strategies

SEO Plugins

- On page Optimisation Plugins
- Sitemaps
- Analytics
- Social media

SEO Content Creation

- Optimised Content
- Optimised Titles
- Blogging Strategies

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