

SEOandHOST SEO TRAINING STEP BY STEP COURSE DETAILS

WEBMASTER TOOLS

1. Setting up a domain and verifying.
2. Data Highlighting.
3. Webmaster Search Analytics.
4. Google Indexing
5. Site Maps
6. What to do and what not to do in Google Console

GOOGLE ANALYTICS

7. Setting up a domain and verifying.
8. How to analyse traffic correctly.

KEYWORD PLANNER & ADWORDS

9. Advertising with Google
10. Using Google keyword planner
11. Beating your competition who advertise with Google

BACK LINKS

12. Creating correct relevant back links.
13. Back link methods and how to get them.

SOCIAL MEDIA

14. Setting up a social media page with SEO in mind.
15. Increasing Social signals.
16. Social Media advertising

YOUTUBE

17. Setting up a YouTube page with SEO in mind.
18. Optimizing a video page & single video and increasing SEO factor.
19. Increasing views and traffic to any YouTube video

WEBSITE OPTIMISATION

20. How to increase SEO with specific content.
21. Optimising website pages to increase SEO.
22. Increasing SEO Ranking of domains.

RESEARCHING COMPETITION AND OPPURTUNITES

23. Tools & services to use.
24. Other methods besides Google keyword planner

TOOLS AND SERVICES

25. The correct tools and services to help you with SEO optimisation.
26. What services and tools to use and what not to use for SEO.

SEO METHODS INCREASE GOOGLE RANKING OF KEYWORDS

27. Getting Google to notice your keywords.
28. Boosting keyword ranking in Google and other search engines.
29. Pushing your site up to page 1 of Google search

Extra training included as part of this course:

30. How to provide SEO to SEO customers.
31. Guidelines and information to give to SEO customers.
32. Domain name and hosting best practices.
33. Google Maps and business listings.

Please note we have made this guide as vague as possible as to not reveal too much information.