

Learn Search Engine Optimisation

Would you ask your house builder to sell your house? Of course not. You would engage a sales professional, such as a real estate agent. Similarly, you can't expect your website designer to be your salesperson.

Many websites cannot be found when people search for generic phrases such as "Sydney dentist" or "Perth plumber". Some can't even be found for their business name. Others are desperate for business and are willing to pay for online advertising. Some try the paid search offerings and give up - because they don't know how to use this online medium. The answer is Search Engine Optimisation (SEO).

2-Day Professional Skills Seminar

Features

- Special pricing for India.
- Copious printed handouts will enable you to focus on the subject matter instead of taking notes.
- No programming — suits both marketers and developers.
- Content is based on real-world, global SEO experience of nearly 2000 websites.

Benefits

- Understand why your website never shows up in a web search and how this can be rectified.
- Take away powerful checklists that save you the hassle of memorising hundreds of factoids.
- Learn how to write in a search-engine-friendly manner that also appeals to humans.
- Free support via members-only discussion forum.
- Charter membership of Search Marketing Association — Asia-Pacific

Who Should Attend?

- Students
- Marketers
- Web Professionals
- Business Owners



Pune Seminar, February 2007

Prerequisites

- You must understand English. Local languages will not be used for the course delivery.
- You must have used a web browser.
- You should have basic knowledge of website construction and appreciation of how the Web works, or you have someone in your organisation who does. Some website jargon is introduced in these courses.

Outcomes

- You get a Certificate of Attendance and an option to attain Certified SEO status.
- You will gain a thorough understanding of SEO theory.

Act Now!

Places are limited, so reserve your place today on www.trainsem.in

- Price:
 - Rs 7500 + 12.36% STax
- Date:
 - Pune 11—12 April 2009
- Venue will be announced soon.



“Give me two days of your time and we will empower you to maximise the return from your website.”

Ash Nallawalla
CEO, trainSEM.com
Google Advertising Professional



Contents of the Seminar (Partial)

WHAT IS SEARCH ENGINE OPTIMISATION?

- DEFINITION
- GLOSSARY
- SEARCH ENGINES AND DIRECTORIES
- HOW SEARCH ENGINES WORK
- CRAWLERS, ROBOTS, SPIDERS
- ALGORITHMS
- SEARCH ENGINE INDEXING
- RANKING
- DIRECTORIES
- WEBSITE ARCHITECTURE
- STATIC PAGES
- DYNAMIC PAGES

HOW TO BE SEARCH ENGINE FRIENDLY

- PAGE CODING
- MANAGING SPIDERS/ROBOTS
- CRAWLABILITY
- REWRITING PAGES
- SUBDOMAINS
- THEME PYRAMIDS
- USEFUL LINKS
- GUESSING THE GOOGLE ALGORITHM
- CHECKLIST
- PAGERANK CHECKLIST
- REALITY CHECK

SE-SPECIFIC RANKING

- RANKING INDICATORS
- GOOGLE TOOLBAR PAGERANK
- GOOGLE DIRECTORY PR
- YAHOO WEBRANK
- MSN/LIVE SEARCH
- ALEXA RANKING
- IMAGES

ON-PAGE FACTORS

- ORIGINALITY
- FRESH CONTENT
- WRITING FOR HUMANS
- LATENT SEMANTIC INDEXING
- CODING THE PAGE
- PAGE ELEMENT LIMITS
- CASCADING STYLE SHEETS (CSS)

OFF-PAGE FACTORS

- RIGHT AND WRONG WAYS TO LINK
- RECIPROCAL LINKS
- THREE-WAY LINKS
- PURCHASED LINKS
- FREE-FOR ALL (FFA) LINKS
- LINK NETWORKS
- REDIRECTED LINKS
- LINK BAIT
- TRUSTRANK AND WORTHLESS LINKS
- QUALITY DIRECTORIES

PERFORMING SEARCH ENGINE OPTIMISATION

- KEEP GOOD RECORDS
- GATHERING REQUIREMENTS
- CONVERSION GOALS
- TAKING MEASUREMENTS
- SITUATIONAL ANALYSIS

- BENCHMARKS
 - KEYWORD RESEARCH
 - SEO GOALS
 - COMMERCIAL INTENT
- ### IMPLEMENTATION
- FIXING BROKEN LINKS
 - UPLOADING FILES
 - SITEMAPS
 - IS SUBMISSION NECESSARY?
 - USEFUL DIRECTORY LINKS
 - COMPLAINING TO SEARCH ENGINES
 - WHY BOTHER?
 - HOW TO ADDRESS A COPYRIGHT VIOLATION

ADVANCED CONTENT

- UNDERSTANDING GOOGLE
- GOOGLE PATENTS
- DIAGNOSING A "SICK" RANKING
- DUPLICATE CONTENT
- CRAWL RATE ISSUES
- CANONICAL PROBLEMS
- SUPPLEMENTAL RESULTS
- FILTERS, NOT A SANDBOX
- UNDERSTANDING YAHOO
- TRUSTRANK
- UNDERSTANDING WINDOWS LIVE SEARCH (MSN)
- MINOR SEARCH ENGINES
- ADVANCED KEYWORD RESEARCH
- KEYWORD EFFECTIVENESS INDEX

WEB 2.0 AND THE POWER OF LITTLE THINGS

- WEBSITE ECOSYSTEM
- MICRO SITES
- RSS FEEDS
- BLOGOSPHERE
- SOCIAL MEDIA
- GOOGLE CALENDAR
- PRESS RELEASES
- SEO FOR BLOGS
- SEO FOR CONTENT MANAGEMENT SYSTEMS
- SEO FOR LOCAL SEARCH
- SEO FOR MOBILE SEARCH
- MEASUREMENTS
- GOOGLE APIS
- SEO TOOLS
- FREE TOOLS
- RESEARCH AND RESOURCES
- HOW TO HIRE A GOOD SEO

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- Details overleaf.