

Search Engine Optimization Principles



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Google is the number one trafficked search engine in the world. Is your website listed on Google? If your website is not on the first page of Google, you're missing out on a large chunk of traffic, leads and sales. Find out what it takes to get your website on the first page of Google and start benefitting from unlimited free traffic that will catapult your business and revenue.”

Outlines

Understanding Search Engine Optimization(SEO)

- The importance of choosing the right keywords
- Understanding on page optimization
- Understanding off page optimization
- What is the ranking process?

Effective Keyword Research

- Evaluating the potential of a keyword
- Effective market research
- How to evaluate the competition

On page optimization factors

- The importance of Keyword Density
- The importance of header tags
- The importance of the title, URL, and Domain name
- Internal linking structure secrets

Off page optimization factors

- Understanding a backlink
- Understanding anchor texts
- Effective backlinking
- The Importance of Page Rank

Backlinking Strategy

- Importance of backlink variety
- Backlinks velocity factors
- Importance of high PR links
- Effective use of Social Media links

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