„*Search engine optimization for www – SEO – course / training for optimizing and positioning websites*"

Course description:

The training is addressed to people / companies who want to use the search engine optimization for web sites and who want to do it on their own, or who want to work in a professional and smart way with the SEO industry.

During the training we discover the secrets of Google search engine. We show all the elementary knowledge of the optimizing starting from the selection of the domain or subdomain and ending with the appropriate selection of content on the website. Students are required to have basic knowledge of HTML.

Skills acquired during the training:

- o   ability to choose the keywords

- o   if optimizing / SEO is for me and my organization

- o   ability to optimize a website for given search engines

- o   learning the methods to control the process of optimization and positioning (statistics)

- o   ability to carry out an independent web site audit in the area of optimizing and positioning

- o   ability of external promotion for keywords and back-building

- o   getting to know the technology used for websites

Training program:

1. **How search engines work, especially Google search** engine
   - Page visibility
   - Setting business goals
   - Relative visibility

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- Communication and visibility
- Site editors and their impact on visibility
- Analysis of competition
- Defining keywords

2. **Your www service - content management**
   - meta tags
   - headlines
   - keywords placement
   - navigation and its influence on optimizing
   - effective content
   - the effectiveness of the relevant file names

3. **Comparative approaches to site promotion**
   - Browsers, portals and search engines
   - Virtual communities
   - Links to the site and their impact on visibility
   - Links on your website and their impact on visibility
   - Usability and visibility

4. **SEO first step: designing the page and its contents**
   - Search Engine and user
   - The process of creating queries by users
   - Search Engines (SE) sources of earning
   - Business Models and SE
   - Web Spammers and SE
   - Crawlers, robots and spiders
   - Block access to websites for SE
   - Mechanism SE Database and queries

5. **Meaning of data**
   - Criteria and calculations
   - "Media hype" selection
   - Amplifying signal
   - Links

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6. **SEO second step: external promotion**
   - Submission and registration
   - Directory submission and listing
   - The economics of link campaigns
   - Link acquisition tactics
   - Optimizing external links
   - Online communities
   - Sponsored articles
   - Blogs
   - Forums
   - Submitting a site to the web directories
   - Google directory
   - Google Optimization Tools
   - Google Adwords

Methodology:
- PowerPoint mini lectures
- working on computers (each participant works on a separate computer)
- mini training videos

Organizational information:
Number of training hours: 6
Time of training 9:15-16:15
Place of training: Łódź, Piotrkowska 125 – KM Studio - trainings

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