

2 Days Complete SEO (Search engine optimization) Google Marketing Workshop 2017 Malaysia.

By Double Effect Training House

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Topics Covered In SEO Marketing:

Local SEO

International SEO

Google Search Engine Rank in 1st Page

Module 1 - A Guide To Ranking Your Local Business In Google Local Search

Introduction To Local SEO Training Section

Google Search - Understanding How Google Search Works

Module 2 - Google Search And Your Position In Local Search

Local SEO Ranking Factors

Your Local Ranking Factors - How They Impact Local Search Results

Domain Authority And Page Authority

Trust Flow

Check Your Local SEO Ranking Scores

Google Local Search

Module 3 - Google My Business - A Strong Local SEO Factor

Google My Business

Cleaning Up Old Google Listings

Managing Your Google My Business Page

Creating A Google Review Strategy

Google My Business - Support Community

Module 4 - Building Up Reviews - Including Google Local Reviews

Citations - Setting Up A NAP Page

Managing Your Citations

Module 5 - Backlinks - Understand How They Improve SEO

Back Linking - An Introduction

Checking The Quality Of Your Back Links

Building Back Links

Social Media Business Pages As Back Links

Module 6 - On Site SEO - Improving Your Sites SEO

Content Marketing As Part Of Your SEO

Creating Your Content

Module 7 - Keyword Optimisation For Powerful SEO

Understanding Keywords

Keyword Strategies - How To Use Keywords Effectively

Inserting Your Keywords On Your Website

Module 8 - Local Business Online Marketing

Marketing A Local Business

Adwords - An Introduction

Setting Up A Local SEO Marketing Consultancy

Module 9 - SEO Elements

Blogs and RSS Feeds

Statistics and News

Web Page Title

Web Page Tags

Module 10 - SEO Linking Power

Into to Linking

How to Get Links

Directories - Paid Links - Forums

Blogs -Articles - Web 2.0 Sites

Linking Tools

Module 11 - Do the Right SEO on Your Business Website

Quality Targeted Keywords

Keyword Density

Website Design

Content Management Systems

List Your Site in Search Engine High Ranking