



## **IMPORTANT PRE COURSE INFORMATION - SEO ESSENTIALS**

### ***Please read prior to training***

At City Desktop Training, we know that when you come to a training course you want an expert trainer with industry experience. One who can provide you with not just the basics but also lots of tips, tricks and helpful hints and who can share with you best workflow practices.

We also know that at the end of training, you want to feel confident that you can implement what you have learnt in the most efficient manner possible.

Ensuring you meet the course pre-requisites and have read through the required reading material PRIOR to course commencement helps us to deliver these outcomes and allows you and your fellow course participants to get the maximum benefit from your training experience.

### **PRE-REQUISITES**

There are no specific prerequisites for the SEO Essentials course. Course participants come from varied technical and non-technical backgrounds. Relevant code and terminology is detailed in this document for non-technical course participants, so they can better communicate their SEO requirements with their web developers post training.

**Note:** Time is allocated throughout the course to ask questions as required.

## **REQUIRED READING**

### **What is SEO?**

SEO is the process whereby web pages are designed, built and modified with the goal of achieving higher placement in search engine results. This involves many factors but primarily includes altering (X)HTML tags and page design to make websites more search engine friendly. It also includes manipulation of off page factors e.g. increasing the number and quality of incoming links for a site.

In addition to achieving higher placement in search results, a well executed SEO campaign encourages site visitors to action your most wanted response(s) for that site e.g. subscribe to a newsletter, purchase or make product enquiries.

Most search engine optimisers work directly with a site designer, site administrator, and/or marketing team. However, small business owners often assume all these roles themselves.



### **The value of SEO**

- SEO yields a high return on investment.
- 'Organic' results (those found in natural search) are more trusted than paid results such as the paid listings that appear at the top, right or bottom of the organic results.
- Qualified visitors who have used a search engine to specifically find your product/service are more likely to result in conversion eg. Newsletter subscription or purchase.



## Glossary – Common SEO Terms

SEM: Search engine marketing.

SEO: Search engine optimisation. One aspect of SEM which focuses on achieving improved placement in natural (organic) search results.

SERPS: Search engine results pages. The results returned as a result of conducting a search via a search engine such as Google or Yahoo.

Organic listings: The primary listings in the search engine results pages (SERPS). These form the main body of results on the left of the search engine pages, as opposed to the paid search listings that are usually located at the top, right and bottom of the SERPS. Web pages in the organic listings are ranked according to the algorithms (or rules) defined by each search engine. A fee is NOT paid for listing in the organic results.

Traffic: The volume of visitors coming to a site.

Conversion: The process of turning a prospective customer into one that makes a commitment or sale. In web terms, it is the result of a visitor to a website moving from browsing the site to completing a purchase or form.

(X)HTML: (Extensible) Hyper Text Mark-up Language. The code used to create web pages.

(X)HTML element: An instruction which defines content in a (X)HTML file e.g.

**<h1>Australian Travel Packages </h1>**

tells the browser that the main heading for the page (heading 1) is 'Australian Travel Packages'.

(X)HTML attribute: An instruction providing further information about a (X)HTML element e.g.

****

src – specifies the image 'logo.gif' is located in the 'images' folder of the website.

(X)HTML tag: A complete (X)HTML instruction including the element and any attributes. It provides information to the browser about content and related information in a (X)HTML page.

Eg. ****

*Tip: You can view the (X)HTML of any web page by browsing to the page in a web browser and selecting View menu > Page Source (Firefox) or View menu > Source (Internet Explorer). You may wish to view the code for the pages in your website prior to training.*

CSS: Cascading Style Sheet. The coding language used to style (X)HTML pages. Search engines favour web pages that have their page layout defined with CSS.

*Optional: More terminology available from: [www.searchenginedictionary.com](http://www.searchenginedictionary.com).*



## Common HTML Tags and Attributes used for SEO purposes

If you have limited or no (X)HTML experience, please review the (X)HTML tags below.  
*Note: If you will be working with a web designer to implement the SEO for your site you do not need (X)HTML or CSS coding experience. It is however, important to understand each tags purpose so that you can better communicate with your needs to your web team.*

```
<title>Dog and puppy training and behaviour information</title>
```

The content of the title tag appears in the title bar of the browser window and is the clickable text that appears in the search results.

```
<meta name="Description" content="Professional advice on dog training, puppy training and managing the behaviour and temperament of your dog" />
```

The content of the Description tag appears beneath the clickable text (title text) in the search results.

## Defining text

```
<p> paragraph text </p>  
<strong> bolded text on your page </strong>  
<em> italicised text on your page </em>
```

## Defining headings

Headings tags describe the hierarchy of information on a page.

```
<h1> heading one text here </h1>  
<h2> heading two text here </h2>  
<h3> heading three text here </h3>  
<h4> heading four text here </h4>  
<h5> heading five text here </h5>  
<h6> heading six text here </h6>
```

## Defining images

```

```

- The 'src' attribute defines the location of the image file.
- The 'alt' attribute specifies a text description of an image to screen readers and search engines.

## Defining links

```
<a href="dog-collars.html">Huge range of dog collars</a>
```

- The text 'Huge range of dog collars' would be the text that the site visitor clicks on to go to the page: dog-collars.html.



## SEO Essentials Course Overview

1. Search engine and directory overview  
*An overview of the major search engines and directories, their relationships, differences and how they index and rank pages.*
2. SEO requirements gathering  
*Preparing for an SEO campaign, determining goals for a site, assessing a sites search engine compatibility*
3. Keyword research  
*Determine a sites target market, researching and selecting the right keywords, allocating keywords to pages.*
4. Title and Meta tag creation  
*Creating an effective Title tag, Meta Description tag and Meta Keywords tag.*
5. SEO copywriting... Writing effective content  
*Correct keyword density, content location, incorporating 'calls to action', developing user (and search) friendly content.*
6. Keyword and HTML integration  
*Optimising images & headings, regional optimisation.*
7. Search engine spam... What NOT to do  
*Identifying spam, common spam techniques, Search engine imposed penalties, working with standards.*
8. Search engine and directory submission  
*Busting the myths, preparing to submit, submitting to Yahoo & DMOZ.*
9. Google places (time permitting)  
*About local search, creating a Google Places account, creating a successful listing.*