



## SEO for WordPress | Course Overview

### COURSE DESCRIPTION

WordPress is a platform for creating, editing & maintaining websites. SEO (Search Engine Optimisation) is the process of making changes both on and off your website to ensure improved positioning in search results and to encourage site visitors to take desired actions e.g. buy, subscribe, contact etc. also known as conversions. In this SEO for WordPress course, discover how search engines 'think' and use that knowledge to assess and implement strategies that will elevate your site in search results and increase conversions.

Implement technical changes easily using WordPress and recommended plugins. Learn how to make the most of free Google tools that will enhance and further your SEO efforts.

The course covers a range of methods used to optimise a WordPress site. Topics explored include: Introduction to Search Engines, Project Scoping and Analysis, Choosing and Using Keywords for Maximum Impact, Optimise HEAD Tags in WordPress, Creating Search Friendly Content, Image and Video Optimisation techniques, Optimisation for Local Business, Social Media Integration, Google Analytics and Search Console overview and Blog Optimisation.

All assessment and reporting can be carried out on a website of your choosing for example your business or personal website, making it highly relevant to your website and providing you with valuable information you can use post training to immediately start implementing your SEO strategy.

Please note: As every WordPress installation is different, installation of plugins on live websites in a training environment is not recommended. We will provide a WordPress website for you to safely implement strategies explored during training. This knowledge can then be applied to your own website post training.

### PREREQUISITES

Completion of the WordPress Essentials course or equivalent knowledge is required. You should feel confident navigating WordPress and installing plugins. Previous experience in marketing or web design is NOT required.

~~\$640~~ **\$576** (+GST)

1 DAY | 9-4:30PM

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Providing quality training since 1989 to the publishing, design, marketing, print and web industries. Join us in Sydney, Brisbane & Melbourne.



## Course Outline

### **INTRODUCTION TO SEARCH ENGINES**

Discover how Pages are Indexed in Search Results  
Factors Determining Position in Search Results  
SEO Terminology Explained

### **PROJECT SCOPING & ANALYSIS**

Clarifying Project Objectives  
Identify your Target Market  
Audit your Site for SEO Compatibility  
Free Auditing Tools & WordPress Plugins

### **USING KEYWORDS FOR MAXIMUM IMPACT**

The Keyword Research Process  
Choosing & Allocating Keywords  
Setting a Focus Keyword in WordPress  
Using Keywords Strategically in Content  
Free & Premium Keyword Tools

### **OPTIMISE HEAD TAGS IN WORDPRESS**

Google's use of TITLE & DESCRIPTION Tags  
How WordPress Creates TITLE Tags  
Using an SEO Plugin to Customise HEAD Tags  
Writing Optimised TITLE Tags  
Writing Optimised DESCRIPTION Tags

### **CREATING SEARCH FRIENDLY CONTENT**

Google & Visitor Preferred Content  
Integrating Keywords for Maximum Gain  
Converting Site Visitors to Customers  
Using an SEO Plugin to ID Issues  
Search Friendly File Names

### **IMAGE & VIDEO OPTIMISATION**

Describing Images for Google  
Using Images Effectively  
Optimising Video  
Video Hosting Considerations

### **OPTIMISATION FOR LOCAL / AUSTRALIA BUSINESS**

Creating a Google My Business Listing  
Rank Higher in Google Business Maps  
Specifying Regional Settings in WordPress

### **SOCIAL MEDIA & WORDPRESS INTEGRATION**

Using Social Media for Branding & Engagement  
Social Media Integration in WordPress

### **GOOGLE ANALYTICS & SEARCH CONSOLE**

Integrating Google Analytics with WordPress  
Overview of Google Analytics  
Key Metrics to Follow  
Search Console Integration with WordPress  
More Info: Free Google Analytics Course

### **BLOG OPTIMISATION**

SEO Benefits of Blogs  
Commenting & Building Community  
Search Friendly Blog Navigation

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