SEO Level 2

This Advanced SEO course will complement and expand upon the topics covered in SEO in a Day. Learn to use tools to keep an eye on your competition, best practices for structuring your site for SEO, and key elements for mobile optimization. Learn to use SEO Audit, and measure your SEO success through hands-on labs.

Group classes in NYC and onsite training is available for this course.
For more information, email hello@nobledesktop.com or visit:
https://www.nobledesktop.com/classes/seo-advanced

hello@nobledesktop.com • (212) 226-4149

Course Outline

Designing for SEO

- How to structure your website
- How to organize your web pages
- How to design your website navigation
- How to use rich snippets/structure data
- What are Meta robot tags
- How to use Meta robot tags
- What are 404 error pages
- Tips for creating 404 error pages
- What are 301 redirects
- How search engines handle 301 redirects
- The importance of canonicalization
- How to implement canonicalization
- How website speed influence your rankings and how to improve it

Mobile SEO

- Factors that influence Mobile SEO
- The importance of Mobile SEO
- A look at options for creating mobile friendly websites
- Characteristics of mobile websites
- Creating mobile focused content

Video Optimization

- Step to YouTube Video Optimization
- Keyword Research for Video Optimization

- How to Optimize YouTube Videos

- Factors that Affect Your Video Ranking

- Types of Videos to Create

- How to Promote Your Videos

SEO Audit

- What is an SEO Audit?

- How to conduct an SEO Audit?

- Tools for conducting an SEO Audit?

- SEO Audit Lab

Measuring & Reporting on SEO Success

- KPIs for Organic Search

- How to Report on SEO Progress

- Demystifying SEO Reports