



# HEROTEC

NETWORK PROFESSIONAL TRAINING

## Search Engine Optimization

<b>Related Certificate</b>	<b>SEO</b>
<b>Course ID</b>	<b>SEO</b>
<b>Audience</b>	<b>Intermediate</b>
<b>Hours</b>	<b>30</b>

## Overview:

At one point in time SEO was something you could bolt onto a website to make an average or below average website rank as though it was best in class. In some cases that can still be done, but it is getting harder (and less profitable) each day.

As the web gets more competitive, effective SEO techniques will be viewed as a subset of marketing. With that in mind, we decided to create a full featured forward looking SEO training program covering: keyword selection, domain names, on page optimization, copywriting, blogging, site architecture, usability, analytics, PPC advertising, public relations, viral marketing, and link building. Also how to monitor the progress and performance of your website with SEO.

## Objectives:

- Learn fundamentals of Marketing
- Learn fundamentals of Online Social Media
- Differentiate between virtual & real life audience
- Learn fundamentals of E-Marketing
- Learn key strategies and tools to build targeted keyword & phrases lists
- Learn how to leverage online analytical features to best optimize your marketing initiative
- Learn how to optimize your keywords & phrases lists
- Learn how to leverage dynamic keyword insertion in different online marketing portals

## Outlines:

1. Introduction to Marketing:
  1. Product analysis
  2. Market & competition analysis
  3. Pricing analysis
  4. Targeted audience analysis
  5. Message & Communication channel selection
2. Introduction to E-marketing
  1. Internet history introduction
  2. Power of social media
  3. Power of SEO
  4. Content providers
3. Basic SEO Essentials
  1. What is Search Engine Optimization?
  2. How Search Engines Work
  3. Organic Versus Paid Search
  4. Anatomy of a Search Results Page
  5. Why Apply SEO to Your Web site
  6. How to implement SEO

7. The Benefits of Doing SEO
  8. Examining a Stress Free System of doing SEO
  9. Google Trends
  10. Making Your Content Effective
  11. The New World of Web Content
  12. Google Panda and SEO
  13. Google Webmaster Tools
  14. Student Website Reviews
  15. Questions and Answers
4. Building your messages lists:
    1. Keyword building strategy
    2. Creating different bucket of keywords & phrases
    3. Key Strategies for Effective Writing
  5. Tools Assessment:
    1. Keep track of your outcomes
    2. Automatic assessment on the objectives achievements
  6. Results analysis
    1. Review your business online objectives Vs. actual results
    2. Re-analyze
  7. Monitoring tools for SEO and review

## Contacts:

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