

EXPAND YOUR SOCIAL MEDIA UNIVERSE!

SEO Training – Day 1

I. Researching your Target Audience

- Market and Visitor Segmentation
 - Using prospect personas to identify audience segments
 - The practical implications for keyphrase research of
 - an audience segment's motives
 - an audience segment's fears
 - an audience segment's hopes
 - (Lab – class exercise for your target audience)
- Visitor Intent
 - The practical implications for keyphrase research of visitor path elements including:
 - Referring URLs
 - Bounce Rates
 - Exit Pages
 - Time on Page
- Searcher Intent
 - Elements that search engines use to determine searcher intent:
 - SERP bounce rate
 - SERP Click-thru rate
 - Related Search Terms – aggregate
 - Related Search Terms – personal(ized)
 - The practical implications for keyphrase research of keyphrase-specific visitor path elements including:
 - Referring search terms
 - Bounce Rates
 - Exit Pages
 - Time on Page
- Keyphrase Research
 - Tools: when to use which ones, what for, and why - including:
 - SEM Rush
 - Google Insights
 - WordTracker
 - Moz.com (SEOMoz)
- Prioritizing your keyphrases

- Organizing keyphrases semantically
- Organizing keyphrases by search volume trend
- Organizing keyphrases by SEO competitiveness
- Organizing keyphrases by potential commercial value
- Implications for the information architecture of your web site
 - Planning the structure of your site based on:
 - Prospect personas
 - Keyphrase groupings

II. Content Development

- What search engines want to see
 - Format diversity
 - Benefits for Universal Search
 - Content originality
 - Content relevance
 - Content authority
 - Authorship
 - Citation strength
- What search engines don't want to see
 - Various types of spam – including:
 - Duplicate content
 - Scraped content
 - Cloaking
 - Over optimized
- What searchers want in content
 - Authenticity
 - Credibility
 - Relevance
 - Meets a need
 - Answers a question
- Ways to measure the quality of content
 - Keyphrase distribution
 - Related Search Terms
 - (Lab – class exercise with your content)
- Persuasive copywriting
 - Elements of Good Marketing Copy
- Content development strategies
 - Organization of content throughout your site
 - Plans for using multiple mediums
 - Repurposing content for different formats
- Blogging
 - Pros and Cons of a blog on your corporate domain
 - Pros and Cons of a blog on a different domain
 - Finding a voice for your blog
 - Blog marketing
- Video
 - Uses for and benefits of Video
 - Tools for Video Marketing
- Social Media
 - The role of social media signals in SEO
 - Making content easy to share (ShareIt or traditional buttons?)

SEO Training — Day 2

III. Website Analytics

- Understanding Analytics Tools
 - Tag-based Analytics Tools
 - Pros and Cons
 - Server-side Analytics Tools
 - Pros and Cons
 - Essential features for use with SEO
 - Digging into Google Analytics
- Key Performance Indicators: knowing which numbers really matter
 - Importance of defining business goals first
 - Lining up Analytics Metrics with Business Goals
- Making reports make sense
 - (Lab – exercises in Analytics interpretation, troubleshooting and diagnosis)

IV. Conversion Rate Optimization

- Content elements that influence conversion rates – The role of:
 - Headlines
 - First sentence/paragraph
 - Credibility
 - Social proof
 - Call to Action
 - Benefits vs. features
 - Testimonials
 - Guarantees
- Design elements that influence conversion rates
 - Color Persuasion
 - How the use of color affects emotion and influences a buying decision
 - Layout choices
 - Navigation choices
 - Emotional content
- Learning from your analytics
 - Using visitor paths and funnels with Google Analytics
 - (Lab – exercise diagnosing different visitor paths)
- Testing
 - A/B Split Testing
 - Multivariate Testing

SEO Training — Day 3

V. Improving your SEO Visibility

- On-page Optimization
 - Title Tags
 - Meta Tags
 - Google preview feature
 - Keyphrase placement
 - Content relevance
 - Internal linking
 - Source code validation
 - Page load time
 - Pros and cons of various scripting elements:
 - Flash
 - JavaScript
- (Lab – exercise optimizing pages)
- Off-Page Optimization
 - Discussion of various linking strategies and tactics
 - Reciprocal linking
 - 3-way linking
 - Link farms
 - Paid Links
 - No-follow links
 - Importance of Link Velocity
 - Measuring link authority
 - Methods for acquiring links

VII. Social Media Management Tools

- Hootsuite
 - Setting up/Basics
 - How to add social accounts
 - Posting across channels
 - Social Scheduling
 - Adding users
 - Adding LinkedIn Groups
- Twitter
 - Identifying and leveraging key influencers
 - Hashtags
 - Promoted following
- Facebook
 - Fanpages (Local/Brand or Company)
 - Promoted posts
 - Facebook Ads
 - Frequency
 - Likes and Liking
 - Sharing
- LinkedIn
 - Company Page
 - Posting
 - Following and requesting contacts
 - Ads?
- Pinterest
 - Pinning
 - Setting up boards
 - Following/repining/liking
 - Linking images/SEO