



# Training Outline



## Fundamental Search Engine Optimization

Aurora Technology Development Inc.

# Fundamental Search Engine Optimization

## Course Outline

### 1: Basic concepts and principles - 8h

- Introduction
- Definitions and Goals
- Basic internet marketing
- Business cases and examples

### 2. Ranking and visibility - 8h

- Definitions and Goals
- Basic website ranking search visibility algorithms
- Analysing ranking and visibility fluctuation
- Filter visibility

### 3: Links & link building - 16h

- Types of link and the concepts of “off-site SEO”
- How to build links
- Criterias of a good link
- Common strategies of link building
- Tools and tips
- Case study and wrap up

#### **4: Local SEO - 16h**

- General concepts of local SEO
- Emphasising on citation management
- Google's local "Snack Pack" vs organic results
- Case study: coffee shop in Toronto
- A handy tool: Google's Mobile-Friendly Test Tool

#### **5: Keyword and keyword research – 40h**

- Importance: the meat and potato
- Terminologies: Traffic, heading, subheading, meta descriptions, and so on
- Introducing Google Analytics
- How to read reports from Google Analytics
- Introduction to Google ads
- Analysis of Google ads cost effectiveness
- Revisit link building once more
- Optimization on Google
- Optimization via Facebook products
- Optimization on Twitter
- Optimization via Amazon products
- Optimization via other social media
- Collecting user behaviours
- Privacy and other legal obligations
- Case study and wrap up

## **6: Mobile SEO - 8h**

- Goals and characteristics of mobile SEO
- Revisit Google Mobile-Friendly Test Tool
- Other mobile SEO tools
- Case study and wrap up

## **7: International SEO - 8h**

- Use scenarios and goals
- Multilingual and localization
- Link optimization under the international context
- Best practice recommendation so far
- Case study and examples

## **7: Crawling & site audits - 16h**

- Terminologies and goals
- Tool selection: Aherfs
- Tool selection: Botify
- Tool selection: Google Search Console
- Workshop: Scrapy on Python
- Conclusion

## **8: Analytics, audit, and reporting - 16h**

- Detailed guide to Interpreting a report
- Site auditing: a step further of crawling

- Revisit Google Analytics
- wrap up

### **9: Other SEO tools - 8h**

- Analytics tools: SEO analyzer
- Analytics tools: SEO SiteCheckup
- Analytics tools: SEOptimer
- wrap up

### **10: Case study and course wrap up - 8h**

- Case study: Real-estates service SEO in GTA
- Analysis of real-estate market in GTA
- Multilingual environment setup
- other challenges and constraints
- Strategy and Implementation
- Case study: Online groceries service SEO in GTA
- Analysis of groceries market in GTA
- Challenges and constraints
- Strategy and Implementation
- Course wrap up

**Tuition fee: \$8,700 per person**