

# Want more people looking at your website?

## Do it yourself Search Engine Optimisation - (SEO)101

### The importance of SEO

Writing a web site is much more than simply producing your brochures online. The design, layout and wording are all factors that google and yahoo (*the two major engines*) use to rank the relative importance of your websites pages. With billions of pages to rank, you need to make sure that you do everything to stand out in the Search Engines, the way they want you to, not the way you may want to.

### Hands on introductory training program

This hands on training program will teach you how to optimise your own website to increase your traffic levels! Limited to 20 participants, you will learn how to make the changes necessary to improve your web sites visibility and positions in the search engines. If you are planning a new website, then this is the essential knowledge you need to know. Designed to be hands on, this program includes a comprehensive 50 page training manual!

### Here's what to expect!

- ◆ **The language of the web** – introduction to the terminology that you need to know;
- ◆ **Keyword research** – Learn how to identify the building blocks of your online marketing strategy;
- ◆ **Search Engine Copywriting and keyword density** – the words on each page will be developed the site will be rewritten so as to be more appropriate to the keywords targeted and submitted to your web developer for uploading.
- ◆ **Introduction to the google algorithm** – what factors will google take into account when listing the results for your keywords;
- ◆ **Page urls** - the importance of naming your pages;
- ◆ **Title tags** – telling google what's important on the page.
- ◆ **Meta tags analysis and development** - meta tags to be used on each page of your site that reflect the keywords targeted;
- ◆ **Google verification approval** -the site will be audited to ensure that google will index your pages by uploading an XML site map, installing google Analytics onto each page, so that we can see what's going on and the site will be validated with both google and yahoo.
- ◆ **Metrics** – using Google Analytics a report and introduction as to how your can monitor your sites traffic using google ad words and what key metrics you should you be monitoring;
- ◆ **Benchmarking** – develop your own dashboard. A report of your current positions on the major search engines against the key words that you are targeting will be produced for 10 top keywords;
- ◆ **The Google Toolbar** – what is Page Rank and why it's important!
- ◆ **Why backlinks are important and how to grow them !** – submit to a list of top directories and grow your backlinks! Create pages for link baiting.
- ◆ **How to use Google Webmaster Tools** – adding the code to your pages, interpreting the results.
- ◆ **Traps to avoid.**

## Course Prerequisites:

- Exposure to and or experience in developing websites;
- A laptop for the day, able to connect to a wireless network (*if you don't have one, one can be arranged for you for an extra fee*);
- FTP Access to your own website (*preferred but not essential*) or a website to use as a case study.

## FAQ's

### Our developers do all the technical work on our web site. Should I still attend?

Generally developers are not online marketers. As a result they will only do what you tell them. This hands on course will assist you to brief them better and increase traffic to your website. There are also various tools such as Google Analytics and Google Webmaster Central that you as the operator of the website should be using on a daily basis.

### I use the publishing system recommended by the hosting provider. Can I still attend?

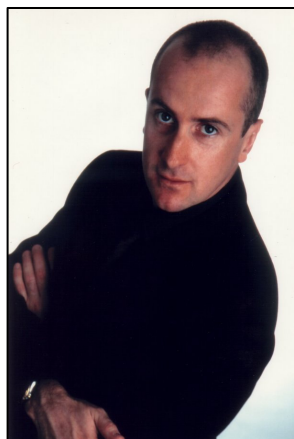
Yes. The principles are independent of the technology.

### Our site uses a proprietary content management system is this course relevant for me?

Absolutely. You may however be limited by what changes you can make, but you will still be able to make a difference to your natural search engine traffic.

### Our site is complex and driven by databases. Is this course relevant?

It is still relevant, however, you may have to get some assistance from the developers to make the changes that you recommend.



## About the Course Facilitator

Malcolm is an eCommerce specialist, bringing with him over 10 years experience online.

Commencing his eCommerce career in 1998 as the CEO of yesresources, (a Mining eMarketplace) Malcolm then was one of the three founders of www.quickbeds.com, where he was Managing Director prior to the businesses sale to Flight Centre Limited. He then worked as the General Manager of eCommerce for Tourism Queensland's Sunlover Holidays and for the AOT Group after Sunlover's sale to AOT. His most recent online leadership role was as Commercial Director for APN News and Media. He has also lectured part-time at Masters Level in "Strategic Use of Information Technology" at Queensland University of Technology's Graduate School of Business.

Malcolm has a Bachelor of Business majoring in Economics from the Queensland University of Technology, along with a Master of Business Administration (MBA) and a Bachelor of Laws.

He is also a practicing Solicitor and is Managing Director of Duplicity Consulting Pty Ltd.

## Malcolm Burrows

B.Bus (Econ), MBA, LLB, GDLP  
Solicitor

## Course Details

When: **To be advised**  
Start: 8.00am Registration for an 8.30am commencement  
Closing: 5.00pm  
Lunch: 1.00pm  
Venue: To be advised

## Course Fee Structure

\$695 per person. Includes wireless internet access on the day, and a comprehensive SEO training manual valued at \$295. Group discounts available. Includes lunch.



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