

Search Engine Optimization (SEO) – The Basics

This workshop will help you optimize your website so that it appears more prominently in search engines. You learn how to use file names and page titles to help with search engine placement. You'll learn the importance of ALT tags and how to add them to your site. You'll learn the benefits and limitations of META tags and practice adding them to your pages. You'll also learn how to generate an XML sitemap and how to submit it to the major search engines. You'll practice using text on your web pages to help with search engine placement, and you'll learn what techniques will get you banned from search engines. You'll learn how to create unlinked pages on the topic of your website that can help drive traffic to your site. Finally, you'll be introduced to the benefits of Google Analytics, Google Webmaster Tools, and the Firefox Web Developer Toolbar, and you'll learn how to use each to improve your search engine placement.

Prerequisites: Experience setting up and managing a website. Basic knowledge of web authoring software (Dreamweaver, WordPress, etc.). Basic HTML helpful, but not required.

Course Outline

Editing Your Files

- File Names
- Page Titles
- ALT Tags
- META Tags

Creating and Submitting an XML Sitemap

- Generating an XML Sitemap
- Adding a Sitemap to your Website
- Submitting your Sitemap to Search Engines

Add Search Terms to Your Site

- Editing Page Text
- Creating Unlinked Articles
- Frowned-upon Practices

Google Analytics

- Creating a Google Account
- Adding Analytics Code to your Pages
- Visitors and Traffic Sources
- Page Views vs. Visits
- Bounce Rate
- Map Overlay
- Setting Goals

Google Webmaster Tools

- Configuring Webmaster Tools
- Using the Dashboard
- Finding Crawler Errors
- Search Queries
- Links to your Site
- HTML Suggestions

Web Developer Toolbar

- Installing the WDT
- Working with Cookies
- Working with CSS
- Working with Images
- Resizing Browser Window
- Viewing Source Code