

## BASICS OF SEO 1-2-1 TRAINING VIA ZOOM

Here are the various modules we offer for 1-2-1 SEO training via Zoom.

Each session is 60-75 minutes and costs £80 (payable in advance).

### Module 1 – Technical SEO: Site structure, User Experience, Content, Speed, Security, Mobile Optimisation

Search engines like to see a clean website that's easy to navigate and provides a good user experience (UX). With this module we examine your website's structure and UX, plus we review your content including use of headlines, copy and images. Also, with over 50% of internet browsing now being done on a mobile device, making sure your website meets Google site speed standards, is secure and is optimised for mobile is imperative. You will audit your website for these crucial factors.

### Module 2 – Link Building

Links are a signal to search engines that you have a quality website. Google follows links to find your website in the first place, then tracks links around your site to index the content. In this module we review the three types of links that should be present on your website. Plus you will audit your current links and learn new ways of creating relevant links.

### Module 3 - Keywords, Keyword research

Keywords are vital for SEO since they are the cornerstone between what people are searching for and the content you are providing to fill that need. In this module we analyse your website for *current* keywords, and we share keyword research tools to help you find new ones.

### Module 4 - Metas, Image Tags

Meta tags (page titles and descriptions) and image tags are key SEO factors since they help search engines understand the context of a web page and how it relates to the user's search. Having metas 100% present and optimised on your website is important. In this module you will audit your page and image meta tags and we will share meta tag optimisation best practice.

### Module 5 - Local SEO, Google My Business

Local SEO helps potential customers find your business easier if they include a location request in their Google search (e.g. by adding "near me" in the search query). Even if finding local customers isn't necessarily important to your business, being on Google My Business (GMB) still helps with your overall page rankings. In this module we audit your current GMB listing, or populate your new listing. [NB: If you don't already have a GMB listing you will need to create one prior to taking this module]

### Module 6 – How to Optimise your WordPress Blogs

If you have a WordPress website the "Posts" section is an excellent resource for hosting and sharing your blogs. This module takes you through a step-by-step process of how to upload and optimise your blog via the "Pages" option, including placement of your keywords, using images to illustrate your blog, creating metas via Yoast, tagging your images, and using the Settings feature. We will also cover some useful schema features such as using internal links, lists, tables, etc - all of which will increase the chances of your blog ranking on search engines.

### What to expect from the training:

With each module you will be doing the work! I will ask you to share your PC/laptop screen on Zoom so that you can access the relevant SEO audit tools directly. With each module we'll have a 5-10-minute introduction to the topic, and (time permitting) 10 minutes Q&A at the end when you can ask me anything else about SEO or copywriting.

NB: We recommend that to get the most from this training you use a laptop or PC: it won't work as well on a mobile device as you will not be able to get the full benefit of the screen sharing.

Book your training session via this link:

<https://cblservicescalendar.as.me/Zoom-1-hour-SEO-training>

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