Advanced Search Engine Optimization (SEO)

About **the Course**

Search engine optimization (SEO) is more than just increasing your website's position on a search engine result page. It encompasses and empowers programming, content, visibility and the overall success of your website. Simplilearn's Advanced SEO course will build you into a highly proficient SEO professional from the ground up, empowering you to set your website apart from those of your competitors. Learning starts with the essentials of digital marketing and moves on to the critical skill sets necessary to excel in search engine optimization, content marketing and web analytics. You will learn to apply the latest tools, techniques and concepts while gaining hands-on experience through interactive projects and simulation exams. You'll also get a 360-degree understanding of keyword management and research, on-page and off-page optimization, website management, link building, URL management, planning and marketing a website, and a full round of analytics training.

Key Features

Interactive Training

Hands on Projects with Real-world Applications

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Course **Advisor**

Matt Bailey: Matt Bailey is the founder and president of SiteLogic, and the author of Internet Marketing: An Hour A Day. Matt also serves on the Advisory Board for Incisive Media's Search Engine Strategies Conferences, and is one of the conference's highest-rated speakers.

Course **Outline**

> Lesson 1: Introduction to SEO and A Model of Search Engines

> Lesson 2: How Search Engines Work

> Lesson 3: Keyword Research

> Lesson 4: On-Page Optimization

> Lesson 5: Website Management and Optimization

> Lesson 6: Off-Page SEO

> Lesson 7: Planning a New Website

> Lesson 8: Market Your Optimized Website

> Lesson 9: Analytics and Management

> Lesson 10: What's Next

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Founded in 2009, Simplilearn is one of the world's leading providers of online training for Digital Marketing, Cloud Computing, Project Management, Data Science, IT Service Management, Software Development and many other emerging technologies. Based in Bangalore, India, San Francisco, California, and Raleigh, North Carolina, Simplilearn partners with companies and individuals to address their unique needs, providing training and coaching to help working professionals meet their career goals. Simplilearn has enabled over 1 million professionals and companies across 150+ countries train, certify and upskill their employees.

Simplilearn's 400+ training courses are designed and updated by world-class industry experts. Their blended learning approach combines e-learning classes, instructor-led live virtual classrooms, applied learning projects, and 24/7 teaching assistance. More than 40 global training organizations have recognized Simplilearn as an official provider of certification training. The company has been named the 8th most influential education brand in the world by LinkedIn.

India – United States – Singapore