



## Search Engine Visibility Seminar

### Overview & Agenda

The Search Engine Visibility Seminar will combine lecture-style instruction with live demonstrations to reinforce each lesson. You'll learn the day-to-day strategies and techniques used by search engine optimization (SEO) professionals. More importantly, you'll learn how to implement those strategies on your own website to improve your online visibility and make your website more profitable.

Here's just some of what you'll learn:

<p><b>Part 1 – Basics of Search Engine Visibility</b></p> <ul style="list-style-type: none"><li>▪ What is search engine visibility?</li><li>▪ Importance of search engine visibility</li><li>▪ What is search engine optimization?</li><li>▪ How does SEO relate to visibility?</li><li>▪ Primary elements of SEO</li><li>▪ How search engines work</li><li>▪ Directories vs. search engines</li><li>▪ Ongoing changes in search algorithms</li><li>▪ Search engine spam</li></ul>	<p><b>Part 3 – Improving Search Engine Visibility (cont.)</b></p> <ul style="list-style-type: none"><li>▪ Off-site optimization</li><li>▪ Link building defined</li><li>▪ The kind of links you want</li><li>▪ Making your site link-worthy</li><li>▪ Link building strategies</li><li>▪ Article marketing</li><li>▪ Optimized press releases</li><li>▪ Link exchanges</li><li>▪ Directory submissions</li></ul>
<p><b>Part 2 – Improving Search Engine Visibility</b></p> <ul style="list-style-type: none"><li>▪ Onsite vs. off-site optimization</li><li>▪ Content considerations</li><li>▪ Elements of a web page</li><li>▪ Onsite factors that increase visibility</li><li>▪ Researching and implementing keywords</li><li>▪ Title elements</li><li>▪ Page copy / page headers</li><li>▪ Navigation structure</li><li>▪ Inline hyperlinks</li><li>▪ Old websites vs. new websites</li><li>▪ Five design techniques that hurt visibility</li><li>▪ Low-maintenance ways to boost visibility</li></ul>	<p><b>Part 4 – The Bigger Picture</b></p> <ul style="list-style-type: none"><li>▪ The importance of content</li><li>▪ Website usability</li><li>▪ Reassuring your visitors</li><li>▪ Lead capture</li><li>▪ The rise of the blogs</li><li>▪ Positioning yourself and your business</li><li>▪ The future of search</li><li>▪ Local search, image search, etc.</li><li>▪ Plus a lot more!</li></ul> <p><b>Questions About The Event?</b> Contact me at: <a href="mailto:info@austinseoguy.com">info@austinseoguy.com</a></p>