Course Title: Search Engine Optimization for Small Business - Advanced

Course Description:
Hands-on experience using advanced SEO tools, including Webmaster Tools.

Course Prerequisite(s):
Search Engine Optimization for Small Business – Basic

Course Objectives:
Demonstrate use of SEO tools for understanding website visitor behavior.

Certification Notes:

Next Class Possibilities:
Internet Marketing Using Google AdWords; Business Intelligence Using Google Analytics

Instructor Notes:

Textbook(s):
SEO for Dummies, 6th Edition
Publisher: Wiley; Author: Peter Kent
ISBN: 978-1-119-12955-4

Lesson Plan – by week or session
Session 1: Submitting to the Directories
Product Search: Remember the Shopping Directories and Retailers
Session 2: Using Link Popularity to Boost Your Position
Finding Sites to Link to Yours
Session 3: Even More Great Places to Get Links
Social Networking – Driven by Drivel
Session 4: Video: Putting Your Best Face Forward
When Google Bites Back: A Guide to Catastrophe
Session 5: Ten Things to Know and do When Picking an SEO Firm
Ten-Plus Myths and Mistakes
Session 6: Ten-Plus Ways to Stay Updated
Ten-Plus Useful Things to Know