

# **Master White Hat SEO In 3 Hours**

**Unveil the Secret Techniques  
of No. 1 Positions in Search Engines**

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SEO (Search Engine Optimization) is the technique of getting to the top position in a search engine's unpaid or organic listings. In 2013, there are more than 90 billion searches in major search engines such as Google, Yahoo and Baidu in an average month. **67% of the search users choose natural or organic search listing when purchasing.** Getting to the top positions is an untapped goldmine for marketers and business owners.

Do you know the secret SEO (Search Engine Optimization) techniques of online gurus and 4A's Agencies to get to the Search Engine No. 1?

Do you know the **SEO (Search Engine Optimization) algorithm** of determining website rankings keep changing? And how to keep yourself updated in the scene?

Do you know some cost effective tools and software that can keep you ahead of your competitors in Search Engine rankings?

How to identify the black hat SEO (Search Engine Optimization) software in the marketplace or the black hat SEO (Search Engine Optimization) tactics advised by some agencies or consultants that will get you penalized in Search Engine rankings and keep away from them?

How to know if your agency or consultant is advising keywords of low search volume or non-relevancy that can make their job easier, but can't help you to boost business?

Earlier Days



Today



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## Brief Curriculum:

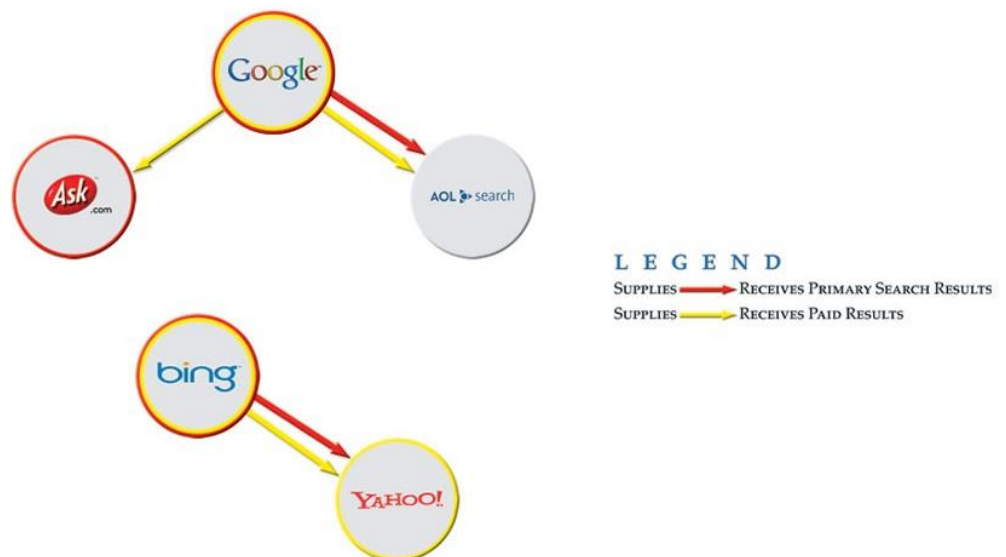
- Search Engine Optimization (SEO) training on basics & best practices
- Walk-through of Keyword research & competitive analysis
- Walk-through of SEO Landscape: Onsite Optimization, Offsite Optimization
- Onsite Optimization
  - Crawlability
  - Searchability
- Offsite Optimization
  - Google Universal Search Compliance
  - Link Building Techniques
  - Google Penguin Updates of Brand and Social Mentions
- Google Algorithm Evolution and Updates
- Walk-through of free and paid tools for SEO

## Who should attend?

- Marketing Communications professionals
- Digital marketers / Webmasters
- Training professionals
- Business Owners or Website owners
- Anyone who want to jump start their career in Search Engine Optimization (SEO) Training / Online Marketing

## What benefits to take after completion of the course?

The completion of the SEO Fundamentals Course paves you the way to pursue the roadmap of SEO success by continuing with the SEO practitioner course and SEO Certification course



## SEO Training - Trainer Profile

Karie Chan

Certified SEO Trainer awarded by SEO Certification Organization