

Refining Your SEO Strategy

 Instructor-led  Onsite or Remote  ~7 Hours

Overview:

Today's customer researches everything online, but measuring SEO performance can be difficult. Help marketers develop a comprehensive understanding of the “nuts and bolts” of search and create strategies that deliver measurable results.

Business Outcomes:

- Optimize search strategy to reduce wasted digital spend.
- Empower teams to directly assess the yield of their SEO strategy.
- Improve oversight of SEO agencies.

SEO

Build a winning content strategy and identify link-building opportunities.

Identify keywords and map them to customer intent.

Understand the elements of a webpage that affect your ranking.