

On Site SEO Advanced



▶ **3 Lessons**

💡 Learn about

Learn how search engines assess, index and rank your website, and how providing unique content and good user experience (UX) can help bolster the natural visibility of your site in the search engine results pages.

By the end of these 3 lessons you will understand:

- ✓ What the fundamental principles of SEO are
- ✓ How to earn site authority and trust
- ✓ How user experience (UX) and mobile design effect SEO

📄 Lesson Overview

Lesson 1

Learn about some of the fundamentals underpinning good SEO practice: keywords, metadata, site design.

In this lesson you will learn:

- ✓ The importance of your site's natural rankings in Search Engine Results Pages (SERPs)
- ✓ What search crawlers do and how they work
- ✓ Why and how site usability contributes to your natural ranking in SERPs
- ✓ The contribution of technical elements (such as sitemaps) to your natural search ranking

Lesson 2

The authority of your site forms the basic currency of SEO and heavily influences your natural search ranking.

In this lesson you will learn:

- ✓ What site authority is, how it's measured, and why it matters
- ✓ How to build and maintain trust for your site, and how to gauge and measure it
- ✓ Why unique & fresh content helps your search ranking
- ✓ About "search penalties", some of the common causes and how to avoid them

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Lesson 3

It takes a lot more than good quality content to create a strong natural search ranking. How a site is designed, from where the ads sit to how a user navigates it can make a big difference. Considering UX from the outset is vital, especially when you think about the more limited screen size offered on mobile devices.

In this lesson you will learn:

- ✓ About some of the design and UX factors that influence natural ranking potential
- ✓ How to mitigate search crawler indexing problems when updating and changing your site
- ✓ Some of the specific considerations related to mobile device SEO