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| **Search Engine Optimization Workshop****One day practical workshop** **Monday- November 26th  2012****10:00 am - 04:00 pm**  |

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| **When** | **:Monday 26th  of November 2012 (10 am - 4pm)** |
| **Location** | [Triumph hotel](http://www.triumphhotel.com/)  - [Elkhalifa el Maamon street, Helipoplis - Cairo](http://www.triumphhotel.com/map.jpg) |
| **Presenter** | [Ahmed Refaat - Emarketing consultant](http://smma.hightechvision.net/ahmed.pdf)     |
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| **Material** | Electronic book , Tutorial videos and useful Ebooks and SEO tools  |
| **Food & Beverage** | Yes ( refreshment breaks  included) |
| **Certificate** | **:**Yes, (certificate of attendance) |
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| **About this workshop:**At one point in time SEO was something you could bolt onto a website to make an average or below average website rank as though it was best in class. In some cases that can still be done, but it is getting harder (and less profitable) each day.As the web gets more competitive, effective SEO techniques will be viewed as a subset of marketing. With that in mind, we decided to create a full featured forward looking SEO training program covering: keyword selection, domain names, on page optimization, copywriting, blogging, site architecture, usability, analytics, PPC advertising, public relations, viral marketing, and link building. **Part One****Understanding Search Engines*** Classification of Search Engines

o    Crawler-Based Search Engines o    Human-Powered Search Engines o    Pay-for-Performance Search Engines o    Hybrid Search Engine* How Search Engines Rank Pages

 **Part Two** **On-Page Optimization****Picking out Keywords**         Defining Your Niche and Audience          Preparing to Research Keywords and Getting Suggestions          Using Keyword Suggestion Tools **Optimization - Tuning the Pages**         Key Concepts: Keyword Prominence, Density, Proximity and Frequency          Creates Effective Title and Meta          Optimizing Layout of Your Pages          Optimizing Navigation and Menus          Duplicate Content Issues          Local SEO for Your Site          **Off-Page Optimization** **Part Three****Website Submission**         Search Engines' Submission Rules and Guidelines          Submitting to Search Engines: Google, Yahoo, Bing etc          Creating a Search Engine Friendly Sitemap          Submitting to Directories          Submitting to Business Directories          Submitting to Classifieds          Participating in Forums          Blogs Commenting          Create Link Wheel**Link Marketing**         Link Popularity and Link Quality          Google PageRank, Local Rank and Hilltop Algorithms          Link Building Strategies and Techniques**Monitoring Search Engine Rankings**         Issues with Automated Ranking Monitoring          Learned About Analyzing Organic Search Traffic**Techniques to Avoid or Use at Your Own Risk (Search Engine Spamming)**         Black-Hat Techniques vs White-Hat Techniques          SEO Code of Ethics          Gray-Hat SEO          What to Do if Your Site Has Been Penalized **Search Engine Advertising**Introduction to Online Advertising**Pay Per Click Advertising**         An introduction to PPC advertising          Major PPC Providers (Google AdWords, Yahoo! Search Marketing, Microsoft AdCenter)          Advertising Campaigns and Organic Search Engine Results |
| **Few of our clientshttp://seo.hightechvision.net/clients%20gif.gif** |

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| [**REGISTER NOW**](https://docs.google.com/spreadsheet/embeddedform?formkey=dGZ2aGdZMXQ3X0pWUVFHbGNkbTc3ckE6MQ)**!                         Ask for group Discounts****Call 01111123481                       email:****training@hightechvision.net** |

                             [**http://seo.hightechvision.net**](http://seo.hightechvision.net/)

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| **Tel: 26738445  Fax: 22736158** **E-mail:****training@hightechvision.net****http://seo.hightechvision.net/5.png** |

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