

SEO Niche Workshop – Session Three

Instructor

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Email

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Course Time

10am-2pm

4 Hours

Course Materials

All resources will be available online at:
www.alcantaramedia.com/SEOworkshop

Session Three – May 18th Driving Traffic To Your Website

- **Previous Session Summary**
 - Buying a Domain
 - Setting Up Hosting
 - Installing Wordpress
 - Finding a Theme
 - Creating a Site Plan
 - Finding Content
 - Scheduling Content
- **Keyword Research – Strategy**
- **On-Page Optimization**
 - SEOQuake
 - SEO for Wordpress/Yoast Plugin
 - Meta-Titles
 - Meta-Descriptions
 - Meta-Keywords
 - Headings (Dos and Donts)
 - Alt Tags
 - Robots.txt
 - Sitemap
 - Site Structure – See SEOQuake
- **Linkbuilding**
 - Linkwheel (2.0 Websites)
 - Articles
 - Press Releases
 - Directory Submissions
 - SlideShares
 - Social Bookmarking
- **Content Optimization**
 - Keyword Density
 - Targeted Pages
- **Scheduling**