

## **1120 – Search Engine Optimization**

- **Search Engine Optimization (SEO) -- What is it?**
- **Determining Your Site's Current SEO Technical Shortfalls**
- **Google, Yahoo and MSN: Learn the 7 SEO Requirements for Blended Search**
- **Mapping Out a Winning SEO Strategy**
- **How to Conduct Keyword Research**
- **Ways to Rework Your Site's Architecture for SEO**
- **How to Connect Keywords to Your Website**
- **Title Tags, Site Maps and Other Ways to Gain Improved Search Engine Indexing**
- **SEO Copywriting Tips and Tricks**
- **Implementing Blogs for SEO Advantage**
- **Importance of Links, Publicity and Social Media**
- **How to Use Video for SEO Improvement**
- **Ways to Measure and Manage Your SEO Success**