



SEO & WRITING FOR THE WEB TRAINING

Contact Jon Tromans

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Main Goals & Objectives



- 1 Understanding how Search Engines and SEO works
- 2 Learn about various Titles & Tags that are important for SEO
- 3 Discover how to write for the web & generate inbound links
- 4 Find out how to track & measure your SEO efforts

About Jon



JON TROMANS



10 YEARS IN OLD MEDIA - TV/RADIO

20+ YEARS DIGITAL DESIGN & MARKETING

I've been working within the world of digital marketing for the past 20 years helping companies of all sizes get on the web and create a presence that converts into sales and leads.

The main focus of my work is training and consultation. Over the years I've trained 100s of individuals, SME's and global enterprises.



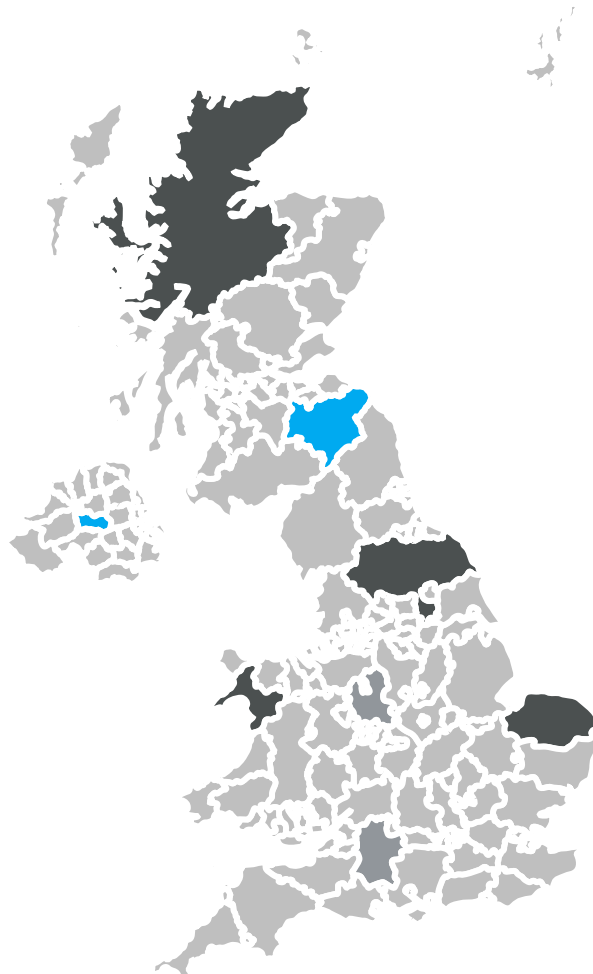
Location

TRAINING AT YOUR OFFICE

Learn in the comfort of your own office or training room.

I can come to you and train your team wherever you are in the UK.

All I need from you is a **WiFi** connection & **TV/Projector** to plug into....and coffee ;)



COST EFFECTIVE TRAINING

In House Training Benefits:

- ✓ Reduction in travel costs
- ✓ Reduction in accommodation costs
- ✓ Learn in familiar surroundings
- ✓ Invite team members at no extra cost



Sessions usually last around 4 - 5 hours so a start at 10.30am with a finish around 4pm is ideal.

This gives plenty of time for lunch & questions.

MORNING SESSION



Understanding Search Engines and What is SEO

Learn how the search engines find your pages, what they read and what you need to do to attain better rankings. I'll also help you understand exactly what SEO is and what it means to your website.

Search Engine Optimisation technique

We look at title and description tags, explain what they are and how to write them. This section covers all the tags and headers you need to create a better performing website.

Researching keywords and phrases

You'll learn about keywords, phrases and long tail keywords plus I'll show you tools that can help you pick the best key phrases.

Local SEO

I'll show you how to take advantage of the explosion in local search and get listed for local searches.

Advanced SEO techniques

I'll make you aware of rich snippets, schemas and other advanced techniques so you can work with your web developer to create a better performing website.

Need this session customised?

[Let me know if you want to include other topics in this session or customise the morning to better meet your needs.](#)

AFTERNOON SESSION



Creating search and user-friendly content for your website

A look at online copywriting and how to create search and user friendly content that converts into leads and sales. This section also looks at internal navigation and URL structure.

Links and link building – the right and wrong ways explained

Discover the right way to deal with links and more importantly you'll learn what not to do

Measuring and tracking your visitors

You'll learn how to track your visitors, figure out what they are up to on your website and why they leave!

Using Google's Webmaster tools

We'll have a look at the free tools from Google that will help you spot problems with your website.

Protecting against penalties

A look at Google Penguin and Panda and how to protect yourself from any Google penalties.

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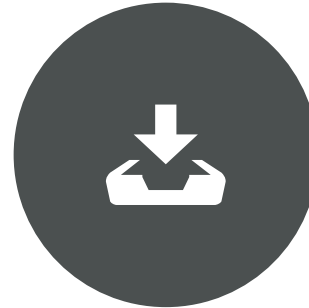
What Else Do You Get?



30 DAYS
EMAIL SUPPORT



15 MIN
SKYPE SESSIONS



TIP SHEET
DOWNLOADS

How To Book

**01**

ARRANGE A DATE

Send me an email or call 0121 288 8863 to check on availability. Let me know when is best for you.

02

PAY A DEPOSIT TO SECURE THE BOOKING

I'll email you an invoice for 50% of the cost and I can take payments by bank transfer or online via debit/credit card.

03

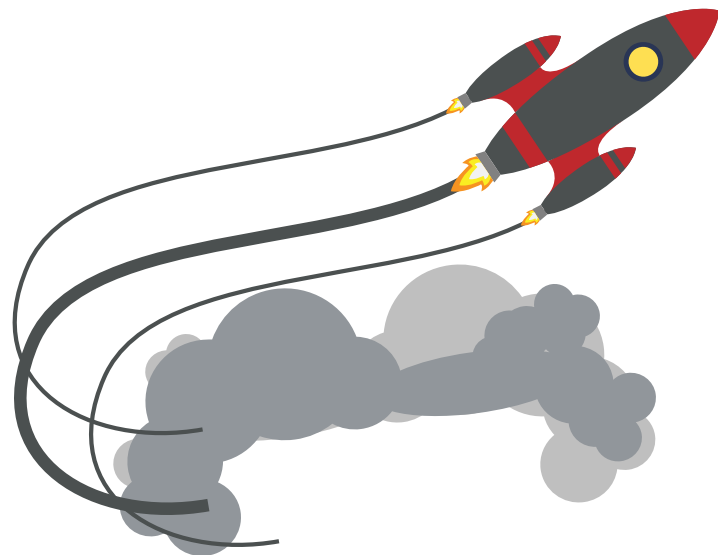
RECEIVE CONFIRMATION

As soon as I've got the deposit I'll email over confirmation and start my research for the training.

04

BOOKED AND READY TO GO

A few days before the training date I'll email you to check everything is OK. The balance of the payment will be invoiced within 24hrs of the training takes place.





ANY QUESTIONS?

I'm more than happy to customise the training to meet your needs so get in touch and fire away with any questions.

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