

## Virtual SEO Training by the Austin SEO Guy

Get expert training on a variety of search engine optimization topics, from the convenience of your home or office computer. It's virtual SEO training!



### Solving the Budget Dilemma

Search engine optimization services can be expensive. I know, because I work in the industry. It's not that most SEO companies overcharge (though I'm sure some do). It's just that SEO takes a lot of work over a long period of time, and the price can really add up.

The solution is to do your own search engine optimization. You see, when you get down to it, the fundamentals of SEO are really not that complicated. Link building, content writing, page modifications ... these things can all be taught and learned. That's where these training modules come into the picture.

### How Does it Work?

Using the technology of GoTo Meeting, I can put my computer screen right in front of you. While talking to you on the phone, I'll demonstrate the techniques live and **in real time**.

Step 1 - Purchase the training module of your choice using the "Buy now" button for that module.

Step 2 - I'll send you a link to a calendar so you can pick a day and time that's convenient for you. (Please allow 90 minutes for training / Q&A session.)

Step 3 - Prior to your scheduled training session, I'll email you a link to click and a phone number to call (free call).

Step 4 - Virtual conference begins! Once you've logged in / called into the virtual meeting, I'll be able to put my computer screen right in front of you and talk you through the training live and in person. It's as if I'm right there in the room with you.

Step 5 - The first hour consists of training, and then you'll have another full 30 minutes to ask questions.

## Training Modules Available

### **Module 1 - Intro to SEO**

Do you feel overwhelmed by the concepts of search engine optimization? If so, this is the module for you. What is SEO? Why is it important? How can you improve your search engine visibility? We will cover this and a lot more. This module will also help you understand the SEO services I provide. 60 minutes plus Q&A time - \$225

### **Module 2 - Onsite Optimization**

You'll learn how to optimize your web pages for better search engine visibility, usability, and reader conversion. Topics include page copy, page titles, internal linking, META tags and more. Includes follow-up report with plenty of tips. 60 minutes plus Q&A time - \$225

### **Module 3 - Article Marketing**

This module will increase the skills and value of your in-house writing talent. You'll learn how to publish and syndicate articles online with the end-goal of better search engine visibility and more website traffic. The entire process is covered, from start to finish. Includes follow-up report with plenty of tips. 60 minutes plus Q&A time - \$225

### **Module 4 - Google AdWords**

If you're interested in Google's pay-per-click search marketing program (AdWords), but don't know how to get started, this training module is for you! I'll take you deep inside the Google AdWords program and show you how to create, edit, test and track your pay-per-click ads. 60 minutes plus Q&A - \$225

### **Module 5 - Link Building 101**

If you've been reading up on search engine optimization, you know the importance of inbound links. In this training module, I'll reveal all of my strategies for acquiring high-value links that can boost your search engine visibility. Includes follow-up report with plenty of tips. 60 minutes plus Q&A - \$225

### **Module 6 - Online Press Releases**

Online press releases are a great way to increase your exposure, attract new clients, and (of course) boost your search engine visibility. In this training module, I'll explain how to go about this process, from press release development to distribution. Includes follow-up report with plenty of tips. 60 minutes plus Q&A - \$225

## Training Modules Available (continued)

### **Module 7 - Website Content Development**

In addition to reader benefits, quality web content improves your search engine visibility. With everything else being equal, a website with more content will outrank one with less content. In this training module, I'll show you how to create the kind of content that pleases both people and search engines. Includes follow-up report with plenty of tips. 60 minutes plus Q&A - \$225

### **Module 8 - Business Blogging**

If you'd like to start a blog but you feel overwhelmed by all the blogging info out there, this is the training module for you! I'll cover the basics of blogging, the various tools you can use, blog configuration, blog templates, blogging strategies, the search engine optimization side of things and more. 60 minutes plus Q&A - \$225

## Questions or Comments?

- Visit [www.austinseoguy.com/seo-training.php](http://www.austinseoguy.com/seo-training.php)
- Send an email to [info@austinseoguy.com](mailto:info@austinseoguy.com)
- Or call (512) 300-5410