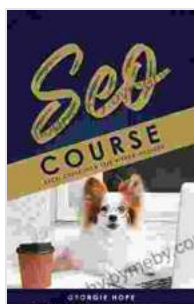


Beginners SEO Training for Local Businesses and Online Stores: Master the Art of Search Engine Optimization in 2024

In the ever-evolving digital landscape, search engine optimization (SEO) has become an indispensable tool for businesses of all sizes. For local businesses and online stores, a strong SEO strategy is crucial to reach new customers, drive traffic, and increase sales.



SEO Course: Beginners SEO Training for Local Businesses and Online Stores 2024 (SEO for Beginners) by Georgie Hope

★★★★★ 5 out of 5

Language : English
File size : 17924 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 380 pages
Lending : Enabled



Introducing the **Beginners SEO Training for Local Businesses and Online Stores 2024**, the comprehensive guide that will equip you with the knowledge and techniques to optimize your website for search engines and dominate online visibility.

Module 1: Understanding SEO Fundamentals

- What is SEO and how does it work?
- Keyword research and optimization
- On-page and off-page SEO factors
- Understanding search engine algorithms
- Tracking and measuring SEO performance

Module 2: Local SEO for Brick-and-Mortar Businesses

- Google My Business optimization
- Local citations and directory listings
- NAP consistency (Name, Address, Phone)
- Local content creation and engagement
- Reviews and reputation management

Module 3: E-commerce SEO for Online Stores

- Product page optimization
- Category and product structure
- Image optimization and alt attributes
- Internal linking and site navigation
- E-commerce platform SEO considerations

Module 4: Advanced SEO Techniques

- Technical SEO audit and optimization
- Schema markup and structured data

- Backlink building and outreach
- Content marketing and SEO
- Emerging SEO trends and best practices

Module 5: SEO for 2024 and Beyond

- Evolution of search engine technology
- Mobile SEO and voice search optimization
- AI and machine learning in SEO
- Personalization and local search
- SEO strategies for emerging platforms

Benefits of the Beginners SEO Training:

- Comprehensive understanding of SEO principles
- Customized strategies for local businesses and online stores
- Step-by-step guidance through every SEO aspect
- Access to exclusive SEO resources and tools
- Support from experienced SEO professionals

Who Should Enroll?

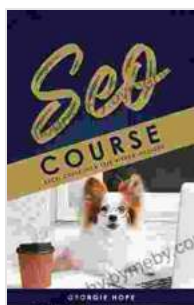
- Local business owners looking to expand their reach
- Online store owners seeking to boost sales
- Marketing professionals responsible for SEO
- Freelancers and agencies offering SEO services

- Anyone interested in learning the intricacies of SEO

Enroll Now and Unlock Your SEO Potential!

Don't miss out on the opportunity to master SEO and gain a competitive advantage in the digital space. Enroll in the **Beginners SEO Training for Local Businesses and Online Stores 2024** today and elevate your online presence to new heights.

Enroll Now



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