

Local SEO Training

Awarding Institution: Selecta Training

Training Institution: Selecta Training

Course Code: LS-01

Course Language: English

Notes: This training program adheres to provide quality digital marketing training to the young talent

Program Awards

Title	Type	Description
Local SEO Training	Vocational	Local SEO Specialist

What is Local SEO?

Local SEO focuses on boosting your company's online presence so that local online users can find you. These can be physically located businesses, like a departmental store or a dental clinic, or service-area businesses that operate in a particular area, like an electrician or house cleaning service.

In our local SEO training program, you'll learn the optimization of a website to make it appear in Google's 3-map pack in nearby searches. Our trainers will help you to understand the core principles of local SEO and tips, tools and benefits that differentiate local SEO with the traditional one.

Apart from that, you'll learn other important aspects for local search, like local ranking factors, optimizing local store pages, Google Business Profiles, local Schema, and building local links and citations.

Learning Outcomes:

- An examination of the structured format for locally focused search queries.
- Recognizing the elements that can offer more visibility for queries with local search intent.
- How to make your website and online presence more visible to users with local search intents.

- The details of Bing Places and Google Business Profile.

What You'll Learn

- **Introduction to Local SEO**

1. Overview of local SEO
2. Using local algorithms, understanding how Google chooses which businesses receive the best visibility on search pages.

- **Optimizing Google Business Profile**

1. Why business need a story
2. What are the elements of a good business story
3. How to apply storytelling in marketing strategy

- **Introduction to NAP:**

1. What is NAP and what it stands for.
2. Making NAP a crawlable HTML text for Google.
3. Understanding the perfect place to upload your NAP on Google Business Profile.
4. Making your NAP seen online 24/7

- **Optimizing online directories and citations:**

1. Introduction to directories and citations.
2. Submitting directory
3. Types of directory submissions
4. Information to provide in directories
5. Keywords for directory optimization
6. Significance of optimizing directories
7. Working of directories
8. Optimizing listings according to local SEO

- **Local SEO Audit**

1. Google My Business Audit: How do the SERPs display your Google My Business? Is the data true and correct?
2. Google Search Console audit: Is your site crawlable? Are there any mistakes in it that would prevent indexing?
3. On-Page SEO Audit: Does Your Website Comply With All Elements That Help With Ranking?

4. Citation audit: Are your citations accurate in the leading business directories?
 5. Analyzing your competitors: How does your website compare to theirs? Do you have any holes that need to be filled? In terms of inbound links, content, design, and positioning, how do you compare?
 6. Website Audit: How effective is your website?
- **Improving Your Internal Linking**
 - **Optimizing URLs, tags, headers, meta descriptions, and content**
 - **Adding location pages**
 - **Create locally-based content**
 - **Freelancing Training**
 1. Introduction to freelancing
 2. How freelancing works
 3. Significance of being a freelancer
 4. Various freelancing platforms
 - A. Fiverr
 - B. Upwork
 - C. Freelance.com.