

Search Engine Optimization (SEO)

Program Description

This course explores the emerging research, analysis, tools and techniques in lieu to optimize our website organically for search engine and its result perusal by utilizing white-hat techniques.

Program Objectives

All-of-all, at the end of training, the participants are expected to attain the best return for search engine's search result upon doing necessary analysis, implementing suitable tools and appropriate techniques, to increase the expected traffic to their own website. Furthermore, it will increase visitor engagement, company image as well as credibility and hopefully lead to deal and sales.

Trainer: Goutama Bachtiar

WAKTU PELAKSANAAN

02 - 03 Februari 2027

09:00 - 17:00 WIB

TEMPAT PELATIHAN

Location: Kuretakeso Hotel - Kemang / Best Western Premier - Cawang / The Aryaduta Hotel Semanggi

Harga

Group Price: Rp 5.350.000
Full Fare: Rp 5.950.000

**) Harga di atas tidak dikenakan PPN 11%, sudah termasuk makan siang, snack, sertifikat, dan modul.*

Program Content

NO	SESSIONS

1	**Introducing Search Engine Optimization** • Concept, Importance and Process • Understanding Techniques • Embracing Industry Research and Figures • How Search Engine and Directory Work
2	**Valuing SEO Research and Analysis** • Market and Keyword Research and Analysis • Best Keywords and Keyword Opportunity • Competitors Website and KEI Analysis • Keyword Research Tools
3	**Harnessing SEO Guidelines for Web Design** • Content Research and Guidelines • Content Optimization • Design and Layout • Coding Standards and Optimization
4	**Implementing On-Page Optimization** • Page and Link Title • Body Text and Keyword Density • Domain Names and Suggestions • Meta Tags, Robots Meta Tag and Canonical Tag • Images, Alt Text and Invisible Text • Internal Link Building • Server and Hosting Check • Doorway Pages and 301 Redirects
5	Delivering Off-Page Optimization • Landing Page and Page Rank • Link Building and Reciprocal Linking • Article and Popularity • Directory and Blog Submission • Search Engine and RSS Submission • Campaign Management

6	**Utilizing Google Analytics** • Mastering Analytics • Bars and Figures • Open Site Explorer and Advanced Reporting • Website Analysis	
7	**Utilizing SEO Tools** • Keyword Density Analyzer • Google • Miscellaneous	
	TOTAL HOURS	

Training Methodology

In order for effective training and full appreciation of the course, it will be delivered with 30% of the time devoted to important concepts and 70% allotted for discussions. Training Lead will be assisted by presentation slides for clear understanding and smooth follow-through during the sessions. Active participation will be encouraged through individual work and collaborative effort. Laptop, notebook, or PC tablet should be there, so we could roll up our sleeves and get started.

Targeted Participants

Anyone who are interested to have better understanding with a literacy of the terms, concepts and methods used in Search Engine, linking new opportunities such as traffic, lead and referral, develop a SEO friendly website -- Webmaster, IT Manager and IT Head in consumer space most notably. Basic knowledge on search engine and website are mandatory.

Instruktur Pelatihan

Goutama Bachtiar

Goutama Bachtiar adalah : Advisor, Auditor, Konsultan, Trainer, Courseware Designer dan Penulis bidang Teknologi dan Sistem Informasi selama 17 tahun terakhir dengan spesialisasi di ranah IT Governance, Risk, Security, Assurance, Audit dan IT Management.

Saat ini beliau menjabat sebagai advisor beberapa perusahaan dan organisasi, Subject Matter Expert, Program Mentor, Editorial Journal Reviewer, Certification Exam (CISA, CGEIT, CISM, CRISC) dan Study Materials Developer di ISACA International Chapter, Subject Matter Expert dan Program Evaluator di PMI International Chapter, IASA, SABSA dan Open Group Global Working Group Member, Reviewer Panel di International Institute of Business Analysis (IIBA), Dosen Tamu di program pasca sarjana beberapa universitas di AS dan Indonesia (UTB, UI, IPB dan Binus), serta moderator, panelis dan pembicara di sejumlah konferensi, workshop dan seminar.

Sebagai auditor dan konsultan, telah memberikan layanan tersebut kepada 35 perusahaan dan organisasi. Puluhan sertifikasi internasional sudah diperolehnya sampai dengan saat ini.

Selain itu, beliau juga telah mengadakan dan memberikan pelatihan, perkuliahan, seminar, konferensi dan workshop sebanyak lebih dari 230 sesi dan 5500 jam lebih kepada sekitar 7500 peserta di Indonesia maupun luar negeri kepada lebih dari 70 perusahaan dan organisasi.

Sebagai penulis, sudah mengarang 2 buku dan 22 courseware serta sudah menulis, melakukan review dan editing atas 300 artikel, manuskrip, paper dan white paper seputar Telematika dan Manajemen di lebih dari 20 media, publikasi, organisasi, jurnal dan konferensi.

CONTACT US

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