SEO Workshops

Full-Day Schedule

8:30a - 9:00a   Beginner Setup (optional)
9:00a - 12:00p  Introductory Analytics & SEO Workshop
12:00p - 1:00p  Lunch / Open Q&A
1:00p - 4:30p   Advanced Analytics & SEO Workshop
4:30 -          Open Q&A

Introductory Analytics & SEO Workshop

Who Should Attend
This workshop will benefit school communicators, designers, developers, student assistants and any other team members involved in delivering web content and reporting on outcomes.

Learning Level - Basic
The topics of this workshop will cover the basics of SEO, Content Creation and Analytics Reporting.

Pre-Requisites
This workshop is for the beginner, but it is advised for them to gain at least a rudimentary knowledge of SEO by reviewing the materials provided at seo.gatech.edu

Laptops are highly encouraged to improve the learning experience.

830a - Tool Preparation (optional)
- Participants should have prepared access to these tools ahead of time, but we will help those that have not yet done so during this time.
- Google Analytics - Installing, Setting Up, Adding Tracking Code
- Google Search Console, Adwords Keyword Tool, Bing Webmaster Tools
9a - Google Analytics
- Standard KPIs
- Shared Dashboards
- Scheduling Email Reports
- Hands-On Time
- Recap & Sharing

945a - Webmaster Tools
- Google Search Console Key Concepts
- Bing Webmaster Tools Key Concepts
- Hands-On Time
- Recap & Sharing

10:30a - SEO & Keyword Research
- Basics of SEO
- Real-Time Examples Using the “GT Keyword Research Guide”
- Hands-On Time
- Recap & Sharing

11:15a - Using Keywords / Content Creation
- How to Incorporate Keywords into Content
- Hands-On Time
  - Practice Setting Up Article Outlines Using Keyword Research

11:50 - Recap, Share & Close
- Qualified Participants May be Invited to the Advanced Workshop

12p - 1p :: Lunch / Open Q&A
**Advanced Analytics & SEO Workshop**

**Who Should Attend**
This workshop will benefit school communicators, designers, developers, student assistants and any other team members involved in delivering web content and reporting on outcomes. They will have a deeper understanding of the topics or they may have excelled in the introductory workshop.

**Learning Level - Advanced**
The topics of this workshop will cover more advanced topics concerning SEO, Content Strategy and Analytics Reporting.

**Pre-Requisites**
This workshop is for those already practicing SEO principles and utilizing analytics. They should be familiar with the fundamentals at [seo.gatech.edu](http://seo.gatech.edu) and ready to pursue more in-depth conversations with their peers.

Laptops are highly encouraged to improve the learning experience.

**1p - Google Analytics**

**Configuring Goals & Determining KPIs**
- Group Discussion on KPIs & Goals
- Quick Analytics Overview & New Features
- Configuring Goals in Google Analytics
- Reporting Dashboards, Annotations, Email, etc.
- Hands-On Time

**Admin Configuration**
- Dealing with SPAM in Google Analytics (Properties, Views, Filters)
- Sub-Domains, Self Referrals, Event Tracking, Account Roll-Ups
- Hands-On Time
2p - Search & Webmaster Tools

*Google Search Console (formerly Google Webmaster Tools)*
- Advanced Review (structured data, errors etc.)
- Submitting a SiteMap, Robots.txt, errors
- Setting up all 4 versions
- Hands-On Time

*Bing Webmaster Tools*
- Advanced Review & Utilization
- Submitting a SiteMap
- Hands-On Time

3p - Search Engines

*SEO & Keyword Research*
- Advanced SEO Topics, Google RankBrain
- More Tools Beyond Adwords Keyword Planner
- Real-Time Example Group Keyword Session
- Individual Groups - Hands-On Time

*Using Keywords in Your Content Creation*
- Title, URL, Meta Descriptions, Headings & More
- How to Write Great Meta Descriptions
- Using Social Meta Tags to Create Enticing Shareable Content
- Hands-On Time

4p - Google Data Studio - Building & Combining Advanced Reports
- Google Data Studio Review
- Demonstrating COE Example Dashboard
- Hands-On Time

430p - Recap, Share, Close, Questions