

Free SEO Training Videos

THE FOLLOWING FREE VIDEOS SHOULD BE USED AS A GUIDE, AND IN CONJUNCTION WITH THE "INTRODUCTION TO SEO" DOCUMENTS - PART 1 AND PART 2 IN YOUR INSTRUCTION PACKAGE.

Google's Surprising New Rankings Factor

<https://www.attracta.com/free-seo-training-videos/googles-surprising-new-rankings-factor/>

Watch this short video, then call your webmaster - because you will never believe the #1 factor that impacts your rankings in Google! Tweak your site by following our simple guidelines to get higher rankings.



Increasing Sales Webinar Series: Local SEO

<https://www.attracta.com/free-seo-training-videos/increasing-sales-webinar-series-local-seo/>

The seventh in our "Increasing Sales" series, this webinar will cover Local SEO and citation building. We'll discuss how to get your site ranked in the local areas of Google's search results page, how you can get set up in Google's My Business, and we'll cover the importance of having consistent information throughout your directory listings.



Increasing Sales Webinar Series: Email Marketing

<https://www.attracta.com/free-seo-training-videos/increasing-sales-webinar-series-email-marketing/>

The sixth in our "Increasing Sales" series, this webinar will review email marketing and how you can use email to reach out to your existing customer base. We'll review techniques for building your list, as well as creative email content and template ideas that can drive sales.



Increasing Sales Webinar Series: Social Media

<https://www.attracta.com/free-seo-training-videos/increasing-sales-webinar-series-social-media/>

The fifth in our "Increasing Sales" series, this webinar will cover how to use social media to promote your site and products. We'll review marketing your products on sites like Pinterest, as well as converting your "likes" to sales. Additionally, we'll go over how to get started with social media if you don't already have a social media presence for your site, and creative ways to boost your fan base online.



Increasing Sales Webinar Series: Retargeting

<https://www.attracta.com/free-seo-training-videos/increasing-sales-webinar-series-retargeting/>

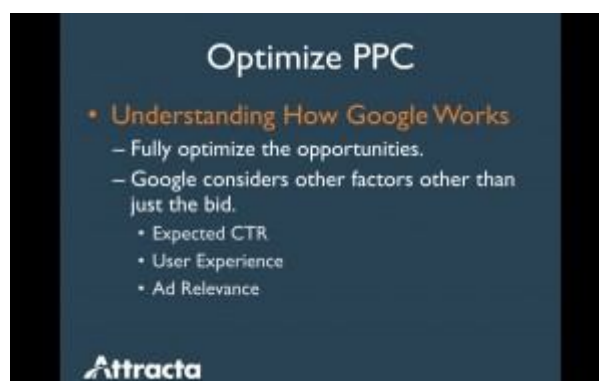
The fourth in our "Increasing Sales" series, this webinar reviews a powerful way to reach out to existing website visitors and customers - retargeting. With retargeting, you can show ads to visitors who came to your site but never purchased, or encourage users to come back and make another purchase. Joe and Greg go over what retargeting is, how to set it up, and some tips and tricks for advanced retargeting.



Increasing Sales Webinar Series: PPC

<https://www.attracta.com/free-seo-training-videos/increasing-sales-webinar-series-ppc/>

In this webinar, part of our Increasing Sales series, Joe has special guest Vaughn, a PPC expert, to review the basics of pay-per-click advertising, how to set up a PPC campaign, and how to use PPC to increase revenue



Increasing Sales Webinar Series: Design & Conversion Optimization

<https://www.attracta.com/free-seo-training-videos/increasing-sales-webinar-series-design-and-conversion-optimization/>

In this webinar, part of our Increasing Sales series, Phil and Joe go over conversion optimization and how to tune your design to encourage visitors to buy.



Increasing Sales Webinar Series: Website Must-Haves

<https://www.attracta.com/free-seo-training-videos/increasing-sales-webinar-series-introduction/>

In this webinar, part of our Increasing Sales series, Joe and Greg list the items that you must have on your site if you would like to start attracting more visitors and increasing sales.



Website Security & SEO Webinar

<https://www.attracta.com/free-seo-training-videos/website-security-and-seo-webinar-august-22nd-2014/>

In this special webinar session, Joe had guest Vince from The SSL Store review the recent news from Google that having an SSL Certificate can help increase rankings. They go over what a certificate is, why it's important, and why Google made this change.



Basics of SEO Webinar

<https://www.attracta.com/free-seo-training-videos/basics-of-seo-webinar-august-21st-2014/>

During this webinar, Joe went over some creative ways to optimize your site for higher rankings, as well as tricks that can increase the number of backlinks to your site.



Basics of SEO Webinar

<https://www.attracta.com/free-seo-training-videos/basics-of-seo-webinar-august-14th-2014/>

During this webinar, Greg looked at case studies of good and bad SEO practices, as well as keyword selection and linkbuilding tips.



Basics of SEO Webinar

<https://www.attracta.com/free-seo-training-videos/basics-of-seo-webinar-august-12th-2014/>

During this webinar, Joe and Greg look at sites submitted by the audience and critique their SEO methodology. Plus, they talk about the best ways to build links to your site.



Basics of SEO Webinar

<https://www.attracta.com/free-seo-training-videos/basics-of-seo-webinar-august-7th-2014/>

During this webinar, Joe and Greg look at sites submitted by the audience and critique their SEO methodology. Plus, they talk about the best ways to build links to your site.



Basics of SEO Webinar

<https://www.attracta.com/free-seo-training-videos/basics-seo-webinar-august-5th-2014/>

In this free webinar session, Joe and Greg review the basics of link building and adding quality content to your website. Additionally, they go over some example websites to show how not to "over-optimize" your content.



Basics of SEO Webinar

<https://www.attracta.com/free-seo-training-videos/basics-of-seo-webinar-july-31st-2014-2/>

During this free SEO webinar, Joe and Greg review content creation and link building from the ground up. They take questions from the audience and give examples of exactly what people should do to help their site rank higher.



Basics of SEO Webinar

<https://www.attracta.com/free-seo-training-videos/basics-of-seo-webinar-july-29th-2014/>

During this free webinar session, Joe goes over the nuts and bolts of SEO by giving examples and case studies. He shows what sites are doing right - and what they are doing wrong.

