



Our Agenda

- Advanced Google search operators
- Using meta tags and robots.txt to control robots
- PageRank sculpting or "siloing" with nofollow links
- Common SEO architecture issues
- Redirecting and moving pages
- Duplicate content and canonicalization (linking) issues
- Digging into Google Webmaster Tools
- Grey / blackhat SEO techniques your competitors might be using
- Advanced link building techniques

