



HATCH:SEO & CONTENT MARKETING

Sharpen your skills in technical SEO and content marketing.

Thanks for your interest in our upcoming Hatch:SEO & Content Marketing course. Here we provide an overview of the course curriculum, format and how to book a place.

TECHNICAL SEO OR CONTENT MARKETING? BOTH!

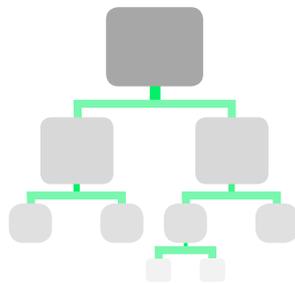
As Google's ever-changing algorithms update to reward the sites with true user value and penalise those trying to cheat their way to the top, the focus for SEO marketers is shifting. While site structure and technical SEO are still very important and set your site up for success, what's equally important is that you have a content strategy to go with it. We'll take you through both topics in detail to ensure you're up to the challenge.



JOIN OUR CLIENTS

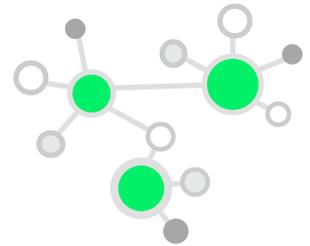
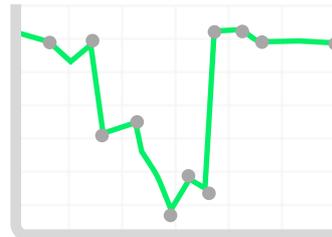
4 KEY AREAS YOU LEARN ABOUT ON HATCH:SEO & CONTENT MARKETING

1 Google's Ranking Algorithms



2 Topic Modelling

3 Google Penalties and Recoveries



4 Tactical Link Building

WHAT PEOPLE SAY ABOUT US



Gill, Barclaycard:

"Another great course. Good schedule, course, trainers and in depth exercises. I am definitely a strong advocate of Hatch training."



Digby, Bought By Many:

"Super-relevant to what I do and gave me some great new knowledge as well as product examples plus useful sites and tools."



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COURSE TUTOR & DESIGNER



Nick Pateman

Nick started out as an "SEO" back in 2004, developing websites and attempting to rank them in Google. In 2010 he founded an SEO agency and since then he's been involved in strategic planning for website marketing including technical SEO, content marketing and conversion rate optimisation. Nick currently works as CTO at Inbound Digital Marketing.

COURSE FORMAT

2- day course limited to 12 people to keep it engaging and offer 1:1 time with the tutors

BOOK NOW

For pricing and more information, please get in touch:

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DETAILED AGENDA: DAY 1

- **Google's 'Onpage' Ranking Algorithm in 2016 and Core SEO:** how does Google index and rank websites, a brief history of Google's algorithm changes since 1997 and core SEO principles to keep in mind throughout.
- **Keyword Research and Topic Modelling:** competitive analysis and search landscapes, topic modelling through "user intent" and planning and preparing a sitemap.
- **Content and Structure:** content is king - the roles of fresh, evergreen and landing page content, organising keywords and content, structuring your landing pages and safely changing your website's structure.
- **Mobile and Other Best Practice:** does mobile matter for SEO? How to keep mobile first whilst retaining best practice SEO, load speeds, SSL, image compression and choosing your content management platform.
- **Tracking, Launch and Optimisation:** Google Webmaster Tools and Analytics, importance of ongoing content creation and curation, content calendars for small teams.

DETAILED AGENDA: DAY 2

- **Google's Ranking 'Offpage' Algorithm in 2016:** Google's love for brand, a comprehensive list of brand signals, the weighting of links in Google's algorithm. Understanding the changing link building tactics of the last 10 years, social media's role in SEO and content marketing as a modern, future-proofed strategy for achieving brand signals.
- **Google Penalties and Recovery:** Penguin algorithm and the dangers of link building, "negative SEO" and disavowing low quality links, recovery and the need to diversify.
- **Scalable Link Acquisition Through Content Marketing:** common mistakes of a content marketing campaign, content marketing strategy and planning & outreach. The critical role of influencers, vital qualities of high value links and campaign tracking & follow up.
- **Tactical Link Building:** licensing content, link bait, guest blogging, press distribution, link purchasing (and the potential issues).

OUR APPROACH

At Hatch, we put all our effort into developing the most advanced and in-depth channel specific workshops possible. Emphasis is put on learning by doing; to that end we aspire to have no Powerpoint and instead develop a range of interactive and engaging tasks to provide an active learning experience. Our tutors are genuine experts; they spend all day every day obsessing over the finer points of their specific channel and thereby help our students stay ahead of the curve.

