Tom Pool – Advanced Technical SEO – On demand 2023

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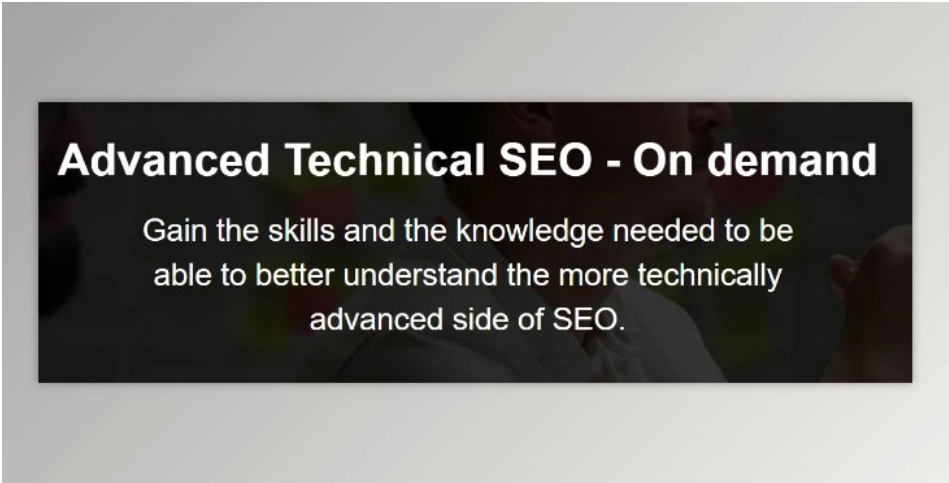
Tom Pool – Advanced Technical SEO – On demand 2023: Technical SEO is undoubtedly among the top essential aspects to learn when creating or managing a site. It can be a strong base for other kinds of SEO actions. However, it needs to be monitored regularly to ensure that everything is operating as it should and in line with the best methods.

Can we learn SEO design and content production?

Yes, you can learn SEO design with the "Tom Pool - Advanced Technical SEO - On Demand 2023" training.

Where can I download the product?

After subscription, You can download it for free from here.

Course Content

Learn about a wide variety of ways to make your site work as hard as it can be for you, including ways to increase the Speed of your website, the information you'll gain through the analysis of server logs, and the best way to make sure you're prepared for the mobile-first age.

Course Structure

The course will be divided into four parts, each focusing on a specific topic. We'll begin with the more fundamental issues, such as how the technical aspect of SEO integrates into the overall picture, and look at crawl ability, budget for crawls, and how that search functions. This will be a great basic introduction to more advanced topics covered in the following sections. The second segment is devoted to Indexing content and Speed, and the third one will cover more sophisticated technical subjects, like the possibilities of Python, analyzing server log files, and the details of necessary HTTP headers. The course will be concluded in the 4th and last segment, looking at the international SEO landscape, including schema, HTTPS, and Google tools.

The trainer you are

The course is taught by Tom Pool, the Young Search Professional of the Year 2019 winner at the UK Search Awards, Tom Pool. He will dive deep into the more advanced aspects of on-page SEO technical SEO.

Who is this course intended for?

This course is designed for people familiar with the basics of SEO and looking to enhance their knowledge of the technical aspect. We will introduce SEO initially to ensure everyone gets on the right track. So, if you're curious about the more technical aspects of SEO, this course is ideal for you!

What will you learn through this class?

Participants will leave with a thorough understanding of the significance of SEO, which is technical, and how a solid technical foundation will put you on the path toward success. Additionally, you'll be able to discuss better and be comfortable with SEO's technical elements. SEO.

Included file

- 1- Introduction, IA and Crawling
- 2- Indexing, Content and Speed
- 3- Ultra Advanced Techniques
- 4- International, Schema, and HTTPS

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