SEO Agenda

9.00	Registration
9.30	Course starts Introductions Explanation of day
9.45	**Group work** exploring Business and Marketing Objectives and Goals
10.00	Fundamentals of SEO
10.45	**Break**
11.05	**Group work** exploring keywords, phrases and questions
11.35	Power of blogging Case Studies Link Building
12.30	**Lunch**
1.15	Live SEO Audits
2.30	**Break**
2.50	Voice Search
3.20	Content Generation
4.00	**Group Work** exploring content and link opportunities
4.15	Wrap up and feedback forms
4.30	Finish

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