

Grid – Module d Inlinks & Keywords

MW Sept 2014



Topic – WHAT?	Objective – YOU SHOULD	Book Ref. – READ!	Project – DO!	Evaluation – CAN YOU?
Inlinks	Understand the importance of quantity and quality of inlinks	p59 - 64	DO the Link Wheel Project – see the Specification. It is COMPULSORY to earn credits for this course.	Can you describe how to build a Link Wheel, using white hat technology?
Keywords	To be able to write key-phrase centred, readable content	p64 - 70	Write the keyphrase-rich copy for the car ad – see question towards end of Content	Can you write a keyphrase rich piece of content? Improve an existing piece of copy?

Website Visibility:
The Theory and Practice of Improving Rankings



COPYRIGHT: Melius Weideman 2014

d-WebVisSE-7-Grid