

100 - Essentials

01 - What is SEO?	1:31
02 - SEO as Part of an Integrated Strategy	2:11
03 - The History and Future of SEO	3:12
04 - Why SEO is Important	6:08
05 - How Search Engines Work	3:53
06 - The "ART" of SEO	2:52

Total Topics = 6

Total Time = 19:47

10 QUESTION QUIZ

200 - Strategy

07 - Building a Strategic SEO Plan	3:27
08 - Industry & Audience Research	16:04
09 - Competitor Research	8:15
10 - Keyword Research	16:10
11 - SEO Strategy	3:02
12 - Technical Strategy	9:37
13 - Full-Funnel SEO	11:31
14 - Unique Selling Proposition	2:22
15 - Links	4:04
16 - Analytics	4:47

Total Topics = 10

Total Time = 1:19:19

10 QUESTION QUIZ

300 - Management

17 - Market Research & Analysis	10:53
18 - Market Research: Influencers	7:25
19 - Competitor Research	11:32
20 - Steps to Keyword Research - 1 Create Seed List	5:41
21 - Steps to Keyword Research - 2 Research	8:11
22 - Steps to Keyword Research - 3 Refine	2:49
23 - Steps to Keyword Research - 4 Identify Keyword Targets	9:06
24 - Keyword Matrix	15:49
25 - Strategy: Align KPIs to Goals	9:10
26 - Authority Audit: Links	8:08
27 - Backlink Analysis on Competitors	2:38
28 - Good vs. Bad Links	7:45
29 - Linkable Assets	2:22
30 - Link Outreach	3:38
31 - Relevance Audit: Content	23:31
32 - Technical Audit: Setup	11:30
33 - Technical Audit: Server	11:20
34 - Technical Audit: Site Wide	14:39
35 - Technical Audit: On-Page	11:23
36 - Technical Audit: Images	4:48
37 - Technical Audit: Mobile	1:58
38 - Technical Audit: Architecture & Linking	6:41

Total Topics = 22

Total Time = 3:10:57

10 QUESTION QUIZ

400 - Mastery

39 - Timeline For Effective SEO Planning	8:34
40 - Link Disavow	8:41
41 - Identify Link Opportunities	19:41
42 - Mobile SEO and AMP (Accelerated Mobile Pages)	3:34
43 - Dominate the SERPs	15:22

Total Topics = 5

Total Time = 55:52

10 QUESTION QUIZ

FAQs

44 - How Do I Get My Local Business More Visibility in Google?	4:56
45 - How Do I Get More Positive Reviews?	3:30
46 - Should I Have Keywords In My Domain Name?	2:20
47 - Does Social Media Help SEO?	2:14
48 - Should My Site Be Secure?	1:51

Total Topics = 5

Total Time = 14:51

BONUS! SEO Tool Reviews

Check Name Availability with **NameVine**
 Focus Your Keyword Research with **Answer The Public**
 Get Headline Inspiration (Maybe?) with **Linkbait Generator**
Portent Content Idea Generator
 Understand Trending Content with **BuzzSumo**
 Keyword Research and Competitive Analysis with **SEMrush**
 Organize and Manage Your SEO with **Screaming Frog**
Google Trends
 Run an SEO Audit on Your Site with **WooRank**

Resources:

- SEO Quick-Start Guide
- SEO Tools Tips & Tricks
- SEO Keyword Research Quick-Start Guide
- SEO Link Marketing Quick-Start Guide
- SEO Link Marketing Tips & Tricks
- SEO Advanced Quick-Start Guide
- SEO Action Planner (Excel Spreadsheet)
- Digital Marketing Measurement Quick-Start Guide
- Digital Strategy Template
- Google My Business Quick-Start Guide
- Website SEO Quick-Start Guide
- Local SEO Quick-Start Guide

Course Total Topics = 48

Course Total Time = 6:00:46