

100 - Essentials

01 - Copywriting For Search Introduction	1:37
02 - Evolution of Search	3:33
03 - What is SEO Copywriting	3:28
04 - Myths About Copywriting for SEO	6:01
05 - Why Writing For Search is Different Than Traditional Copywriting	3:28
06 - Why SEO Copywriting is Important	2:33
07 - How Copywriting for Search Works	3:11

Total Topics = 7

Total Time = 23:51

10 QUESTION QUIZ

200 - Strategy

08 - Content Strategy	1:30
09 - What is Great Content?	2:47
10 - Great Content vs Bad Content	7:08
11 - Choosing the Right Keywords	3:26
12 - How Often Should I Update My Copy?	3:51
13 - Is Your Content Driving Results	3:18

Total Topics = 6

Total Time = 22:00

10 QUESTION QUIZ

300 - Management

14 - Keywords: Create Seed List	5:41
15 - Keywords: Research	8:11
16 - Keywords: Refine	2:49
17 - Keywords: Identify Keyword Targets	9:06
18 - Keywords for Every Stage of the Funnel	4:49
19 - The Writing Process	2:28
20 - Structuring Your Content	5:27
21 - Tips for Writing	3:18

Total Topics = 8

Total Time = 41:49

10 QUESTION QUIZ

400 - Mastery

22 - SEO Copywriting Best Practices	8:07
23 - How Many Words?	2:02
24 - Measuring Results	5:41
25 - Meta Tags Demystified	8:14
26 - On Page SEO Tips	3:17
27 - Content Creation Tools	4:51

Total Topics = 6

Total Time = 32:12

10 QUESTION QUIZ

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**

Resources:

Copywriting for Search Checklist
 Copywriting for Search Quick Start Guide
 Copywriting for Search Tips & Tricks

Course Total Topics = 27
Course Total Time = 1:59:52