

### 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**  
**10 QUESTION QUIZ**

**Total Time = 19:47**

### 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**  
**10 QUESTION QUIZ**

**Total Time = 1:19:19**

### 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**  
**10 QUESTION QUIZ**

**Total Time = 3:10:57**

### 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**  
**10 QUESTION QUIZ**

**Total Time = 55:52**

### 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

Match Your Business Needs to the Right Software with **G2Crowd**  
 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**

### **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 Adanced 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**