

## Search Engine Optimization (SEO)

### *Course curriculum*

- 1) What is SEO and why is it necessary for your business
- 2) On-page SEO elements. How to apply simple yet powerful on-page SEO steps on your website
- 3) Quick wins for Technical SEO (on-page optimization)
- 4) Advanced Technical SEO
- 5) Off-page SEO elements. How to apply simple yet powerful off-page SEO strategies for your website - content, keywords focus, media, creative, and more
- 6) Quick wins for off-page SEO
- 6) SEO Analytics - regularly track the results from your SEO efforts and make powerful decisions based on that
- 7) What is Google Analytics and how to use it for your SEO strategy
- 8) Google Webmasters and how to use it
- 9) Google My Business and how to use it
- 10) Google pagespeed and TestMySite tools
- 11) Practice sessions
- 12) Introduction to Google Ads
- 13) Introduction to Facebook Ads, LinkedIn Ads, Twitter Ads
- 14) Difference between PPC and SEO
- 15) Make SEO your Business!