

# Etched.

## Marketing Academy

### SEO Fundamentals Course Syllabus March 2018

#### **Section 1- Define SEO**

- Terminology you need to know in order to complete the course
- Breakdown of the Search Engine Results Page by section
- Organic vs paid results
- Rankings in the SERP
- What not to do!
- How to easily find the SEO elements on any website
- Tools you need

#### **Section 2 – On-Site SEO**

- On-site SEO terminology
- Why content matters
- Content best practices
- Optimization elements you need to include for every page or post
- Step-by-step instructions on how to add the optimization elements to every page or post
- Internal linking best practices

#### **Section 3 – Off Site SEO**

- Off-Site Terminology
- Domain Authority
- Page Authority
- Link Building best practices
- Local Citation Building Strategy
- Google Penalty definitions, explanations, and best practices guidelines

# Etched.

## Marketing Academy

### Section 4 – Tools the Pros Use

- SEO Terminology for tools & reporting
- Introduction to SEO tools
- Step-by-step guides to use the tools you'll need for:
  - Keyword research
  - Competitive insights
  - Authority development / link building research
  - Website health information
  - On-page optimization
  - Tracking
  - Performance
- Google Analytics training
  - How to track your site's performance
  - Which metrics matter

### Course Bonuses

- **Keyword Research Secrets Training Program.** Learn how to choose the right keyword every single time. Find out if you can rank for the term you're choosing before you start writing.
- **Keyword Rank Tracker** – track your SEO performance so you can see what's working and what might need adjusted.
- **Authority Development Outreach Email Swipe File** – if you want to secure links or guest blog posts, use these email swipe files to get started.
- **YouTube Optimization Best Practices Guide** – YouTube is the second largest search engine, use this guide to help optimize your videos.
- **Pinterest Image Optimization Best Practices Guide** – Pinterest is both a social network and a visual search engine. Use this guide to optimize your images and send more traffic to your blog or website.
- **SEO Strategy Video Training** – learn how we determine which pages to add to a website or blog and how to optimize them for the most SEO success. This is the same strategy we use for Etched Marketing and we experienced 400% year over year growth for our SEO program last year.
- **Google My Business Listing Verification Instructions-** a step-by-step guide to listing your business in Google My Business and verifying the listing. Optimization tips included.