

6 MODULA

Module 1: Introduction to SEO

- Meet your tutor, digital marketing expert Diego Davila
 - Course overview
 - An introduction to SEO and why it's important for your brand
 - Ten crucial SEO ranking factors you need to know

Module 2: Developing Keyword Strategies

- What are keywords and why are they important?
 - Performing effective keyword research with Google keyword planner
 - The best keyword research tools
 - Domain authority and trustworthiness

Module 3: Preparing Your Website for SEO

- Optimizing your WordPress website
 - Migrating your website from Http to Https
 - Making your website mobile-friendly
 - Checking your website page speed
 - Optimizing your website with the Yoast SEO plugin
 - More advanced techniques

Module 4: Establish Your Business and Online Brand

- SEO strategy to establish your business and brand online
 - The importance of backlinks
 - Great ideas to unlock the power of backlinks
 - Create a Google My Business profile

Module 5: The Power of Social Media and Video

- The importance of video
 - SEO for your YouTube channel
 - Optimizing SEO for Facebook, Instagram and Twitter
 - Setting up social media post scheduling

Module 6: Bringing it All Together

- How to find directories to submit your website
 - Key point review
 - Farewell and final words