



SEO Beginner Course Overview

This five session virtual SEO course is meticulously designed for small business owners who aim to enhance their online visibility and drive more targeted organic traffic to their websites. Through a series of interactive and practical sessions, participants will gain a solid foundation in Search Engine Optimization (SEO) and complete tasks that help them improve their overall SEO.

Quick Facts

- **5** Live Zoom Sessions (All Recorded For Later Access)
- **10** Guided SEO Task Videos
- **10** SEO Power Tasks (Website Audit, Keyword Research, Landing Page Optimization, etc.)
- **Up To 3** One-On-One Mentoring Sessions
- **Templates, Checklists, & Worksheets** Included

Who Should Take This Course?

This course is ideal for small business owners, entrepreneurs, and anyone interested in understanding and applying SEO to improve their website's search engine rankings. **No prior SEO knowledge is required.**

Course Scope & Sequence

Session #1 | Your Website's Hierarchy of Needs

Have you ever heard of Maslow's Hierarchy of Needs? Essentially, it's the idea that humans have core needs that must be satisfied before they can reach their highest version of self. Your website works the same way—all the foundational technical needs must be met before your content can maximize traffic and conversions.

- **LEARN**
 - How search engine algorithms work.
 - What technical SEO means and why it's important.
- **DO**
 - Perform a technical website audit.
 - Fix common errors, warnings, and notices.

Session #2 | Choose Your (Key)Words Wisely

Guessing at your keywords? Picking short, hyper-competitive keywords? Only targeting commercial keywords? These are common mistakes that you'll learn to swap for a customized, targeted keyword strategy instead. Understand what makes your audience tick and combine that with a data-driven approach and watch keyword magic do its work while you sleep (literally!)

- **LEARN**

- How to pick the right keywords to attract your audience.
- What keyword intent means and what types of content work best for each.
- **DO**
 - Enhance your audience personas.
 - Perform keyword research.

Session #3 | SEO Content Creation 101

Content is the vessel through which you teach users and search engines about your business. It's how you grow your keyword rankings and attract new traffic to your website. Learn how to optimize different types of content on your website with SEO content writing best practices.

- **LEARN**
 - How to effectively optimize content for a better chance of ranking in search.
 - How A.I. can help you streamline your content creation process.
- **DO**
 - Optimize a landing page.
 - Write a blog post.

Session #4 | Backlinks: Building Your Digital Reputation

Your website's digital reputation will grow with time (and content), but there are a few strategies you should use to speed up the process. From social media to guest blogging, you'll need an off-page SEO strategy to boost your backlinks.

- **LEARN**
 - How backlinks improve your domain authority.
 - Strategies for boosting your off-page SEO.
- **DO**
 - Repurpose your blog into social media content.
 - Create an off-page SEO strategy.

Session #5 | Monitoring Your Analytics

You could cross your fingers and *hope* your SEO strategy works out—or, you could carefully monitor your analytics and **KNOW** whether it is! Google Analytics 4 and Google Search Console are powerful analytics tools that provide excellent insight into what's working and what needs tweaking.

- **LEARN**
 - How to set up Google Analytics 4 and Google Search Console
 - Which KPIs are important for your business
- **DO**
 - Set up GA4 and Google Search Console
 - Create a monitoring plan



[Ready To Enroll?](#)

