

# SEO in a Day

SEO expert Nicole McCullum of Captivate Designs will reveal the secrets of search engine optimization in this one-day SEO workshop, through lessons and labs where you'll actually devise your own keyword strategy.

Group classes in NYC and onsite training is available for this course. For more information, email [nyc@careercenters.com](mailto:nyc@careercenters.com) or visit: <https://www.careercenters.com/courses/seo-in-a-day>



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## Course Outline

### Class Content

- How search engines work
- Keyword research: What is keyword research and how to do keyword research
- How to do a competitive analysis to find the best keywords
- Keyword research lab
- How to optimize your website (On-page SEO)
- On page SEO lab
- How to rank at the top of Google (Off-page SEO)
- How to acquire backh4nks