COURSE SYLLABUS

SEO Bootcamp

Search Engine Optimization (SEO) is a critical marketing skill in today's digital world. In this two-day bootcamp, learn the fundamentals of SEO and get ahead of your competition with hands-on training in search engine optimization.

Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.careercenters.com/courses/seo-essentials



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Course Outline

Introduction to Search Engine Optimization

- What is search engine optimization
- Meet the search engines
- How search engines work
- SEO impact on businesses

Keyword Research

- What is a keyword
- The different types of keywords
- Examining the intent behind a keyword
- Understanding the progression of a search query
- Steps to keyword research
- How to find the best keywords to target
- How to discover your competitors' keywords
- Competitive keyword analysis
- Keyword research tools
- Keyword research lab

Competitive Analysis

- How to identify your competitors?
- What to analyze?
- How to use your competitive analysis for keyword targeting?

SEO Content

- What is SEO content
- Different types of SEO content
- Steps to creating SEO content

- How to factor in your customer buying journey when creating SEO content
- How to evaluate your competitors' content

On-Page Optimization

- What is on-page optimization
- Elements of on-page optimization
- How to optimize Meta data?
- The importance of sitemaps
- Examining the perfectly optimized web page
- On page optimization lab

Off-Page Optimization

- What is off-page optimization
- The role of backlinks
- Best practices for link building
- How to build internal site links
- How to get backlinks
- Strategies for achieving high ranking

Designing for SEO

- How to structure your website
- How to organize your web pages
- How to design your website navigation
- How to use rich snippets/structured data
- What are Meta robot tags
- How to use Meta robot tags
- What are 404 error pages
- Tips for creating 404 error pages
- What are 301 redirects
- How search engines handle 301 redirects
- The importance of canonicalization
- How to implement canonicalization
- How website speed influences your rankings and how to improve it

Mobile SEO

- Factors that influence Mobile SEO
- The importance of Mobile SEO
- A look at options for creating mobile friendly websites
- Characteristics of mobile websites
- Creating mobile focused content

Video Optimization

- Steps to YouTube Video Optimization
- Keyword Research for Video Optimization
- How to Optimize YouTube Videos
- Factors that Affect Your Video Ranking

- Types of Videos to Create
- How to Promote Your Videos

SEO Audit

- What is an SEO Audit?
- How to conduct an SEO Audit?
- Tools for conducting an SEO Audit
- SEO Audit Lab

Measuring & Reporting on SEO Success

- KPIs for Organic Search
- How to Report on SEO Progress
- Demystifying SEO Reports