COURSE SYLLABUS

SEO Bootcamp (Self-Paced)

Gain a competitive advantage with hands-on lessons in Search Engine Optimization (SEO) and competitive keyword analysis. Learn advanced SEO strategies and launch your website to the top in this practical bootcamp.

Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/seo-bootcamp-online



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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