

ZERO TO SEO HERO: THE COMPLETE SEO GUIDE (ADVANCED COURSE)

Course Introduction

Module 1: Building Your Portfolio Website

- The Need For A Portfolio Website
- Domain Registration
- Setting Up Your Webhost
- Initial Website Setup
- Introduction To Writing Your Website Copy
- Website Copy: Banner
- Website Copy: About You
- Website Copy: Why Choose You?
- Website Copy: Testimonial
- Website Copy: Services

Module 2: Introduction To SEO

- Introduction To SEO
- All About Search Engines
- SEO Basics: What Metrics Should You Look At?

Module 3: Technical SEO

- Introduction To Technical SEO for Beginners
- Website Hierarchy: Make Your Site Easy To Use
- XML Sitemaps
- How to Resize and Compress Images
- How To Setup Your Caching Plugin
- The Google Mobile-Friendly Test

- Cleaning & Optimizing Your Database
- How To Set Up Cloudflare CDN
- SSL and Website Security
- Google Analytics Set Up & Basic Run-Through
- Google Search Console Set Up & Basic Run-Through

Module 4: Content & On-Page SEO

- Introduction to On-Page SEO
- The Different Types of Content
- 9 Steps To Publishing Content That Ranks
- Advanced Keyword Research & Competition Analysis With Ahrefs
- Anatomy of a Fully-Optimized Page
- Click-Through-Rate & Conversion Rate Optimization

Module 5: Off-Page SEO

- Introduction To Off-Page SEO
- What Are Links & How Do They Work?
- The Different Kinds Of Links
- Evaluating Link Opportunities
- Building Citation or Directory Links
- Google My Business Listing
- How To Create A "Social Bubble" & Why You Need Them
- Building Infographic Links
- Advanced Link Building: Introduction To Guest Posting
- Advanced Link Building: How To Guest Post On Blogs
- Advanced Link Building: Bonus: Guest Posting Tips To Improve Your Success Rate

Module 6: Website Audit & Maintenance

- Ahrefs: Rank Tracking
- Ahrefs Audit: Understanding The Ahrefs Report