

Course Outline

ZERO TO HERO SEO TRAINING COURSE (BASIC)



SEO TRAINING
PHILIPPINES

Course Introduction

Module 1: Building Your Portfolio

- The Need For A Portfolio Website
- How To Set Up Your Free Portfolio Page
- 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 Setup Your Caching Plugin
- Security | 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
- The Anatomy of a Fully-Optimized Page

Module 5: Off-Page SEO

- Introduction To Off-Page SEO
- What Are Links & How Do They Work?
- The Different Kinds Of Links
- Building Citation or Directory Links
- How To Set Up Your Google My Business Listing

BONUS VIDEOS

- Domain Registration
- Setting Up Your Webhost
- Initial Website Setup

COURSE INCLUSIONS:

- Lifetime access to the course
- Access to Member's-Only Facebook Group
- Lifetime Access to Portfolio Page Builder (SEOPhilippines.co)
- SEO Templates & Worksheets
- Certificate of Completion after passing the Final Assessment