

Course Outline

ZERO TO HERO SEO TRAINING COURSE (COMPLETE)



SEO TRAINING
PHILIPPINES

Course Introduction

Module 1: How To Build A Portfolio Page, Even Without Coding Knowledge


- The Need For A Portfolio
- Filling Out Your The Portfolio Page Details Form
- Introduction To Writing Your Portfolio Page Copy
- Writing Your Banner Copy
- How To Write A Compelling "About You" Section
- How To Write A "Why Choose Me" For Your Portfolio Page
- How To Acquire And Showcase Solid Testimonials
- How To Set Up Your Free Portfolio Page

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

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- SSL and Website Security
 - Google Analytics Introduction & 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 Exact 9 Steps To Creating Content That Ranks
- On-Page Optimization Masterclass: Anatomy of a Fully-Optimized Page
- Advanced Keyword Research & Competition Analysis With Ahrefs
- 6 Steps To A High-Converting Page

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

Module 7: Client Magnet Masterclass: How To Find, Win, and Manage Clients

- The 4 Steps To A Simple, Effective Brand
- Discovering Your Color Pallete & Creating Your Logo
- How To Scale Your Operations
- Should You Partner With A White-Label Agency
- How To Find & Win Clients In Online Jobs PH



[BONUS MODULE] Module 8: How To Build A Portfolio Website In WordPress, Even Without Coding Knowledge

- The Need For A Portfolio Website
- Domain Name Registration
- Setting Up Your Webhost
- Initial WordPress Website Set Up
- How To Write The Banner Copy of Your Homepage
- How To Write A Compelling "Short About You" (SAY) Section for Your Homepage
- How To Write A "Why Choose Me" Section for Your Homepage
- How To Acquire And Showcase Solid Testimonials
- Writing A Services Section That Sells

COURSE INCLUSIONS:

- Lifetime access to the course
- Lifetime Access to Portfolio Page Builder (SEOPhilippines.co)
- (2x) 30-minute 1-on-1 private coaching call
- Access to Member's-Only Facebook Group
- SEO Templates & Worksheets
- Certificate of Completion after passing the Final Assessment