



SEO (Search Engine Optimization)

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Who is this course for?

- ▶ Online Marketers
- ▶ Bloggers
- ▶ Businessmen
- ▶ SEO Experts
- ▶ Web Designers and Web Developers
- ▶ Website owners
- ▶ Content creators

Course Objectives

Course Objectives	Results/Outcome Expected	Skills Developed
Learning SEO	It starts with an overview of SEO. We provide both practical and experiential learning. The steps to constructing a strong foundation Upcoming lectures on advanced topics of Search engine optimization.	SEO & WordPress

Instructional Methods

- ▶ Briefly describe instructional methods
 - ▶ Lectures
 - ▶ Demonstrations
 - ▶ Class discussion/Virtual discussions
 - ▶ Individual/group projects
 - ▶ Practical Learning (WordPress)

Schedule

Week	Topic	Objective
Hour 1	Introduction to SEO	Learning & Understanding SEO
Hour 2	On Page SEO	Teach SEO By real life example through WordPress website
Hour 3	On Page SEO	Teach SEO By real life example through WordPress website
Hour 4	On Page SEO	Teach SEO By real life example through WordPress website
Hour 5	On Page SEO	Teach SEO By real life example through WordPress website

Schedule

Week	Topic	Objective
Hour 6	Off Page SEO	Teach SEO By real life example through WordPress website
Hour 7	Off Page SEO	Teach SEO By real life example through WordPress website
Hour 8	Off Page SEO	Teach SEO By real life example through WordPress website
Hour 9	Off Page SEO	Teach SEO By real life example through WordPress website
Hour 10	Off Page SEO	Teach SEO By real life example through WordPress website

Schedule

Week	Topic	Objective
Hour 11	Technical SEO	Teach SEO By real life example through WordPress website
Hour 12	Technical SEO	Teach SEO By real life example through WordPress website
Hour 13	Technical SEO	Teach SEO By real life example through WordPress website
Hour 14	Voice SEO	Teach SEO By real life example through WordPress website
Hour 15	Voice SEO	Teach SEO By real life example through WordPress website

Schedule

Week	Topic	Objective
Hour 16	Technical SEO	Teach SEO By real life example through WordPress website
Hour 17	Technical SEO	Teach SEO By real life example through WordPress website
Hour 18	Technical SEO	Teach SEO By real life example through WordPress website
Hour 19	Voice SEO	Teach SEO By real life example through WordPress website
Hour 20	Voice SEO	Teach SEO By real life example through WordPress website

Schedule

Week	Topic	Objective
Hour 21	Voice SEO	Teach SEO By real life example through WordPress website
Hour 22	Voice SEO	Teach SEO By real life example through WordPress website
Hour 23	Questions/Revisions	Teach SEO By real life example through WordPress website
Hour 24	Questions/Revisions	Teach SEO By real life example through WordPress website
Hour 25	Questions/Revisions	Teach SEO By real life example through WordPress website

Resources

Web & Software Tools

Class web site

Collaboration tools

Mobile/Other apps

Social Media

Youtube

LinkedIn

Labs, Study Groups

Practical (WordPress)

Instructor Contact Information

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Marketinghabs.com

The background is a solid dark orange color. It features several abstract geometric shapes: a large yellow circle on the left, a smaller yellow circle at the top right, a vertical yellow bar at the top right, a large yellow circle on the right side, and a small yellow circle at the bottom right. The word "Questions?" is written in a white, bold, sans-serif font across the center of the image.

Questions?