

SEO Unlocked: How to Get a Flood of Online Traffic Without Spending \$1 / Day!

PHASE 1: SET UP

WELCOME VIDEO

MODULE 1 (WEEK 1)

LESSON 1 - SEO INTRODUCTION

- ✓ The 3 Keys to Winning Online
 - > Why SEO?
 - > Choosing Your Battleground
 - > Unlock the SEO Factors to Win Online
- ✓ SERP Packs Explained
- ✓ How to Win In Local SEO

LESSON 2 - KEYWORD RESEARCH

- ✓ What Do You Want To Accomplish With
- ✓ Your Search Traffic?
- ✓ My Bet Is You're Doing Keyword Research Wrong
- ✓ Google Keyword Planner
- ✓ Matching Your Goal With Your Customer's Goal
- ✓ 5 Steps to Keyword Success
 - > Build Your Keyword List
 - > Research Your Audience
 - > Understanding The Keyword Metrics
 - > Matching The Customer Journey
 - > Refining Your Keyword List
 - > Finding the Right Keywords
 - > Facebook Pixel Guide

MODULE 2 (WEEK 2)

LESSON 3 - ONPAGE & TECHNICAL SEO

- ✓ Optimising Your On Page Elements for Google
 - > Writing Headlines and Title Tags
 - > Improving CTR with Meta Tags
 - > SEO Friendly URL's
 - > Dwell Time
 - > Optimize Your Images for Search
- ✓ Cleaning Up Your Site With an SEO Audit
- ✓ Thin Content
- ✓ Broken Links
- ✓ Schema
- ✓ Robots and Indexing
- ✓ Making Your Site Mobile Optimized
- ✓ How to Speed Up Your Site Page Speed
- ✓ How to Find and Hire the Right Help

PHASE 2: EXECUTE

MODULE 3 (WEEK 3)

LESSON 4 - CONTENT MARKETING PART 1

- ✓ Understanding Content Marketing
- ✓ Writing to Your Ideal Audience
- ✓ Writing Introduction
- ✓ Editing Your Copy
- ✓ The Power Of StoryTelling
- ✓ Stages of Awareness

MODULE 4 (WEEK 4)

LESSON 5 - CONTENT MARKETING PART 2

- ✓ Generating Content Ideas
- ✓ Mastering Different Content Types
- ✓ Content Marketing Frameworks That Work
- ✓ Writing For Email
- ✓ Writing For Social Media
- ✓ Guest Blogging
- ✓ Hiring Writers You Can Rely On

MODULE 5 (WEEK 5)

LESSON 6 - LINK BUILDING

- ✓ What is Link Building
- ✓ What is a Good Link
- ✓ Authority
- ✓ Black Hat Links
- ✓ How to Clean Up Your Link Profile
- ✓ How to Do Outreach The Right Way
- ✓ Email Outreach Templates
- ✓ How to Get Journalists / Bloggers on Your Side
- ✓ Link Building Case Studies

PHASE 3: OPTIMIZE

MODULE 6 (WEEK 6)

LESSON 7 - MASTERING UBERSUGGEST

- ✓ Google Search Console
 - > Search Queries
 - > Sitemaps
 - > Messages
 - > Penalties
- ✓ Google Analytics
 - > Dashboards
 - > Tracking Goals
 - > Filters
 - > Reports

MODULE 7 (WEEK 7)

LESSON 8 - BRANDING AND CUSTOMER EXPERIENCE

- ✓ What is Your Brand Message
- ✓ Value Proposition
- ✓ User Engagement Optimization Tips
- ✓ Conversion Optimization
- ✓ Building Relationships Over Email
- ✓ Power of Word of Mouth