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

PHASE 3: OPTIMIZE

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 6: 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