

MODULE 1 (WEEK 1)

LESSON 1 - Getting Started

- ❖ Course Introduction
- ❖ Strategies You're Going to Learn
- ❖ What Google Wants
- ❖ Content Production Strategy Overview
- ❖ Understanding The Algorithm & Updates
- ❖ The Right Mindset

LESSON 2 - History of Content Marketing

- ❖ History of Content Marketing
- ❖ Fact & Fiction About Content Marketing
- ❖ Understanding Your Target Audience
- ❖ How To Find Keywords That Will Make You Money
- ❖ Refining Your Keyword Lists
- ❖ Content Examples

LESSON 3 - Optimize Your Existing Content

- ❖ How to Audit Your Existing Content
- ❖ How to Optimize Your Content The Right Way
- ❖ How To Re-Write Your Content So, It Gets You Traffic
- ❖ Step-by-Step On-Page Optimization Tactics
- ❖ Content Templates To Rewrite Your Content

MODULE 2 (WEEK 2)

LESSON 1 - Major Content Types

- ❖ Credibility & Trust Through Content
- ❖ Types of Content
- ❖ Blogs
- ❖ Articles
- ❖ Infographics
- ❖ Videos / Visual content
- ❖ Podcasts / Radio Shows
- ❖ Facebook Posts / Pages
- ❖ eCourses / Digital Classes / eBooks / Checklists
- ❖ How-to Guides
- ❖ Slideshare / Powerpoint / Webinars
- ❖ Photographs / Graphics / Art
- ❖ Instructional Guides
- ❖ Magazines (Digital & Print)
- ❖ Streaming Media (Periscope, Facebook Live, Snapchat)
- ❖ Forums / Wikis/ Groups / Resource Centers
- ❖ Whitepapers / Case Studies
- ❖ Memes (Twitter/Facebook)
- ❖ Testimonials/Reviews
- ❖ Content Templates For Different Content Types

LESSON 2 - Pillar & Cluster Pages

- ❖ Turn Your Keywords Into An Outline
- ❖ How To Write Content That Gets You Traffic
- ❖ Topical Clusters
- ❖ Pillar Pages
- ❖ Cluster Pages
- ❖ Pillar & Cluster Templates

LESSON 3 - Alternative Content Strategies

- ❖ Guest Posting - How to build your visibility using contributors
- ❖ Must have content production tools
- ❖ Plugins to use
- ❖ FAQ schema
- ❖ Live Case Studies, Market Data & Field Reports
- ❖ Share Worthy Content
- ❖ Content Outline Templates

MODULE 3 (WEEK 3)

LESSON 1 - Marketing Your Content

- ❖ Site Structure
- ❖ Theme & Topic
- ❖ How To Rank Your Content Faster
- ❖ Promote Your Content On A \$0 Budget
- ❖ Content Marketing Strategy
- ❖ Content Promotion Workflow
- ❖ Content marketing During Covid

LESSON 2 - Link Building Tactics

- ❖ What is Link Building?
- ❖ External Link Building
- ❖ Internal links
- ❖ Your Link Profile
- ❖ Advanced Linking and Off-Page Optimization Strategies
- ❖ How to Build Links From Authority Sites
- ❖ How to Launch Link Campaigns

LESSON 3 - Tracking & Analytics

- ❖ Setting Up Google Analytics / Google Tag Manager
- ❖ Setting Up Google Search Console
- ❖ Must Have Content Marketing Tools
- ❖ Live Ranking Case studies, Market Data & Field Reports
- ❖ Determining KPI's
- ❖ Budget Planning

MODULE 4 (WEEK 4)

LESSON 1 - Ranking #1 Long-Term

- ❖ You've Got Content & Links, What's Next?
- ❖ Content Marketing In A Competitive Space
- ❖ How To Get Started If You Are New & Have Little To No Budget
- ❖ How To Scale If You Do Have A Budget
- ❖ Build A Brand Long-Term

LESSON 2 - Media Outlets

- ❖ Getting on Huge Media Websites (Forbes Huffingtonpost, NYtimes)
- ❖ Guest Blogging
- ❖ Podcasts
- ❖ Social Media
- ❖ Connecting With Influencers

LESSON 3 - Omni Channel Strategies

- ❖ Going Omni Channel
- ❖ Back Office Infrastructure
- ❖ Analyzing And Measuring results
- ❖ More Content Marketing Case Studies
- ❖ Become A Great Content Marketer
- ❖ Summary - How To Get The Most Out Of This Course