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
- Slideshow / 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