

PROGRAM OUTCOMES

SEO & SEM INTENSIVE PROGRAM

As part of the 'Focus' series of programs, this program consists of 1 month of intensive learning, meaning 4 hours of online learning each week plus 2 workshops where your new skills are applied immediately to your business. The below objectives are for weeks 1 & 2.

1

INTRODUCTION TO SEARCH ENGINE OPTIMIZATION & MARKETING

Launch into the first unit of this course by gaining a strong understanding of the technical field that is Search Engine Marketing (SEM).

- Develop Search Foundations - explore how search engines work, compare organic and paid marketing approaches, and learn about keywords, SEO factors, and other essential SEO concepts.
- Explore SEO Tools - Get familiar with Google Ads and Screaming Frog. Explore the interface, and gain exposure to key features to prepare yourself for more advanced course work.
- Perform an SEO Audit - Apply your new skills and knowledge to conduct a basic SEO audit on real websites. Uncover key issues and explore areas of improvement.

WORKSHOP #1 -

In this workshop, you will dive deep into:

- An evaluation of your current position as it relates to your online presence
- Develop a detailed plan and action items for improving your online presence on search
- Find immediate payback from the work done in unit 1
- Understand how to win leads from your competitors SEO

2

EXPLORING ORGANIC SEARCH

In this unit, dive deep into organic search, and learn the skills and concepts needed to build an organic presence and improve search ranking.

- Create Engaging Content - Learn how to strategically approach content with SEO in mind, building better engagement, supporting healthier metrics, and providing greater value to users.
- Build a Backlink Strategy - Learn and apply concepts and tools to help evaluate your backlinks and develop an approach for improvement.
- Explore Local SEO - Learn how to leverage your local presence to improve SEO results. Learn about local SEO factors and practice your analysis through an audit.
- Uncover Hidden Issues - Learn to navigate your Google Search Console to uncover issues with websites and optimize your search results.

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3

PAID ADVERTISING

In this unit, you'll learn how advertising on search engines work, and apply the skills needed to create targeted, impactful text ads that resonate with search intent.

- Learn Paid Search Fundamentals - Learn the technical concepts of how search advertising works and what factors support a high-quality, high-ranking ad.
- Explore keywords for Advertising - Learn to match customer intent, reach the right audience, and advertise competitively by learning to find keyword opportunities.
- Plan Campaigns & Create Text Ads - Learn how search campaigns are structured and practice creating ads, writing ad copy, and planning a paid search approach that will advance your marketing objectives.
- Explore Display Ads & Advanced Concepts - Learn about display advertising as part of Google Ads, and leverage advanced search marketing concepts to improve your ad targeting and results.

WORKSHOP #2 -

In this workshop, you will build a plan to significantly increase leads to your business:

- Create a paid search campaign for your business
- Build a plan that leverages your SEO with SEM
- Understand how to win leads from your competitors from SEM

4

INTRO TO SEM ANALYTICS & MEASUREMENT

In the final unit of this course, you'll explore how to use Google Analytics and Google Tag Manager: industry-standard tools to support your SEO & SEM efforts.

- Uncover Insights with Google Analytics - Data-driven decision making is an important part of successful marketing. Learn how to operate Google Analytics to view key metrics and uncover insights around your website and SEM efforts
- Explore Google Tag Manager - Expand your analytics and measurement capabilities by using Google Tag Manager to set custom parameters. Explore this powerful search marketing tool and learn how to use this to keep track of what matters most for you.