SEO Training Lesson Plan
SEO Academy 2.0

Modules

1. Audit:
2. Optimize:
3. Create:
4. Promote:
5. Bonus #1:
6. Bonus #2:
7. Bonus #3:

Lessons Under Each Module

Module 1: Audit

Module 1 Introduction: Module 1 will help you become a technical SEO master without having to be a developer. We'll show you:

1. How to build a proper site architecture so your website becomes an authoritative power house.
2. How to optimize crawlability and indexability.
3. How to find, diagnose, and properly fix redirects.
4. How to optimize your User Interface (UI) and User Experience (UX) so both users and search engines love your website.
5. How to set your website up for maximum conversions (so you get the most out of your organic search traffic).

Lessons

AA. Set Up Google Analytics:
   a. Set up goals
   b. Set up Custom Dashboard (SEO dashboard for Google Analytics)

    c.   Enable Google Search Console Data

B. Track Your SEO Performance:

    a.   5 Most important SEO KPI's (Key Performance Indicators)
    b.   Track Revenue Growth from SEO
    c.   Calculate SEO ROI (Calculate SEO ROI Template)
    d.   Track Organic Search Traffic Growth
    e.   Track Keyword Ranking (Go TO Ahrefs)
    f.   Track Backlinks Growth (Part 1) (Go to Ahrefs)
    g.   Track Backlink Growth (Part 2) (Go to Majestic)
    h.   Track Total Organic Search Visibility (Part 1) (Go to Ahrefs)
    i.   Track Total Organic Search Visibility (Part 2) (Go to SEMrush)
    j.   Download SEO Campaign Template

C. Audit Your Content:

    a.   How to perform a content audit (Download Content Audit Checklist)
    b.   What is duplicate Content?
    c.   Find Duplicate Content (Download duplicate content checklist, Go to Siteliner)
    d.   Beat Duplicate Content (On WordPress)
    e.   Find Duplicate Meta Data
    f.   What is Thin Content?
    g.   Find Thin Content (Download Thin Content Checklist)
    h.   How to find Titles over 65 Characters.

D. Audit Your Site Architecture:

    a.   Site architecture 101
    b.   4 Site Architecture That work - 5 websites with great site architecture: Bodybuilding.com; Nordstrom.com; Yelp.com; Wikipedia.org; Acecashexpress

E. Increase Your Site Speed:

    a.   Why site loading speed matters
    b.   3 ways to benchmark your site speed
    c.   7 ways to increase site speed (Download site speed checklist. SIte speed Tools: Pingdom, GTmetrix, Think with Google, WP Engine 20% discount)

F. Make Your Site Mobile Friendly:

a. Why your website needs to be mobile friendly
b. Audit your mobile design (Mobile Friendliness checkers: Think with Google and Ready Mobi)
c. Improve your Mobile Design

G. Optimize Your URLs:

a. Optimize Your URLs

H. Audit Redirects:

a. Find 302 Redirects
b. FInd Redirect Chains

I. Audit 404's:

a. Find 404 Errors (Download 404 Error Checklist)
b. Find Broken Links
c. Emulate these inspirational 404 pages - study these 5 inspirational 404 pages: Bluegg; Daniel Karcher; Centresource; Agens; Blizzard Entertainment

J. Crawling and Indexing:

a. Crawling 101
b. Indexability 101
c. How to use Robots.txt file

K. Audit Your Images:

a. Optimize images for Google Search
b. Track Google Image Search Performance

L. Audit - UX:

a. 3 User Experience Killers to avoid.

Module 2: Optimize

Module 2 Introduction: Module 2 will show you how to optimize your existing website and pages so they perform better. THat means you can start getting more organic search traffic before you

even think about creating any new content assets or acquiring more backlinks. Here's what you'll learn:

1. Learn how to perform a proper content audit so your website becomes a lean, ranking machine (clients pay $2500/- for this process alone).
2. How to properly handle duplicate, thin, or flat out low - quality content without destroying your rankings.
3. Discover how to properly optimize each page for maximum rankings and organic search traffic growth (Hint: there's much more to effective on-page SEO than just placing keywords on the page).
4. Methods for making your website more trustworthy (No one talks about this).

Lessons

A. THe Cake Technique
B. Authority Transfer Technique
C. How to increase dwell time
D. How to increase Organic CTR
E. Long tail injection
F. The Phantom Technique
G. Social Proof AMplifier Strategy
H. The Switch Up Technique
I. Addictive Content Hacks

Module 3: Create

Module 3 Introduction: Module 3 will show you exactly how to create SEO content that consistently ranks on the 1st page of Google. This is what you'll see inside:

1. My exact SEO content development process that's responsible for thousands of 1st page rankings.
2. See the content strategy I use for every website and the two methods I use to capture content market share.
3. Learn the 3 actions you must take before creating your first SEO content assets (99.9%) of people don't do this.

4. Discover how to do effective keyword research that doesn't waste your time. You will also get access to over 30 different methods I use to find keywords. (that your prospects actually care about).
5. Get access to my exclusive content blueprints. These are blueprints I have developed by analysing and being a part of thousands of successful SEO campaigns.
6. Learn how to create SEO content yourself or learn to outsource your content creation.
7. See exactly how to optimize your content so that Google's algorithms salivate over it. Plus, I will show you my favorite underground tactics for driving more traffic to your SEO content assets (without creating any new content)

Lessons

A. SEO Content 101:
a. Why Content matters
b. What is SEO Content?
c. SEO content strategy that works
d. 80/20 RUle for content creation
e. Capture content market share
f. FOllow these 4 content practices
g. SEO content Process
h. Create an ICA (Resource: UI Faces)
i. CHoose a figurehead
j. Immerse Yourself

B. Find Keywords:

a. Keyword Research 101
b. Search Intent 101
c. Find Keywords Using AHrefs
d. Find keywords using Amazon
e. Find keywords using answer the public
f. Find keywords using blog comments
g. Find keywords using buzzsumo
h. Find keywords using content Gap tool
i. Find keywords using Facebook Groups
j. Find keywords using Feedly
k. FInd keywords using Forum
l. FInd keywords using Google Keyword Planner

m. FInd keywords using Google Related Searches

n. FInd keywords using Google Search Console

o. Find keywords using Google suggest

p. Find Keywords using Google Trends

q. Find keywords using LinkedIn Groups

r. Find keywords using Long tail pro

s. Find keywords using meta glossary

t. Find keywords using print books

u. Find keywords using quora

v. Find keywords using reddit

w. Find keywords using SEMrush

x. FInd keywords using site search

y. Find keywords using slideshare

z. Find keywords using Soovle

aa. Find keywords using storybase

bb. Find keywords using surveys

cc. FInd keywords using ubersuggest

dd. Find keywords using Udemy

C. Qualify Keywords:

a. How to validate keywords

b. How to validate keywords using Buzzsumo

c. How to validate keywords using Ahrefs

d. Validate using user signals

e. 10 second Competitor analysis

f. How to perform a deep competitor analysis (Resources: AHrefs, Word COunter)

D. Creation:

a. Develop a content strategy

b. Contetn Blueprints

c. Pre - writing workflow

d. Create an outline

e. Write Headlines

f. Write an intro

g. Write a conclusion

h. Outsource content creation

E. Optimize:

    a. Where to place keywords
    b. 5 simple content optimization tactics

Module 4: Promote

Module 4 Introduction: Module 4 will show you step - by - step how to get more backlinks to your content and website. Here's what's inside:

1. Learn my link building workflow that makes getting new backlinks easy.
2. Discover the 6 characteristics of a perfect backlink (following this will help your get the most bang for your buck).
3. See my favorite method for prioritizing thousands of link prospects.
4. Learn how to optimize anchor text so you can avoid getting penalized, but still get amazing results.
5. Get access to the best methods for finding thousands of link opportunities within your niche.
6. Discover my favorite tactics for reclaiming backlinks that are rightfully yours.
7. See how to qualify your link prospects so you never waste your time on bad opportunities.
8. Learn how to actually build relationships with your prospects so you can get more backlinks (and build your network)/
9. Get access to the exact outreach tactics I use to get backlinks consistently.
10. New: See my email promotion framework that I use to promote every new content asset so that it gets immediate traction (I call this the "unfair advantage").

Lessons

    A. Link Building 101:
    a. Link building workflow
    b. The relevancy pyramid
    c. All about link distribution, diversity, and velocity
    d. Anchor text
    e. Link building objectives

B. Link Reclamation:

    a.   Unlinked Brand Mentions
    b.   Your Images
    c.   Your Old Logo's
    d.   Tier Two

C. Link Prospecting:

    a.   FInd guest post opportunities using Twitter
    b.   FInd guest post opportunities using Bing
    c.   Find guest post opportunities using DuckDuckGo
    d.   Find guest post opportunities using Google Plus
    e.   Find Guest post opportunities using Google
    f.   Find guest post opportunities using LinkedIn
    g.   FInd Guest post opportunities using Yahoo
    h.   Find Guest post Opportunities using Alltop
    i.   Find influencers
    j.   Find influencers using Similar site search
    k.   Find where influencers contribute
    l.   FInd local bloggers
    m. Find resource pages
    n.   Find broken link opportunities
    o.   Find link roundups
    p.   Find blog rolls
    q.   FInd sponsorships
    r.   FInd interview/podcast opportunities
    s.   Find HARO opportunities
    t.   Find professional organizations
    u.   FInd bloggers who have linked to similar content
    v.   Find people who have shared similar content
    w. FInd Niche Directories
    x.   Find forums
    y.   Find blog comment opportunities

D. Qualify Link Opportunities:

    a.   Qualify link opportunities using Ahrefs
    b.   Qualify link opportunities using Moz
    c.   Qualify Link opportunities using SEMrush

E. Relationship Building:

    a.   WHy you need to build relationships
    b.   Who to build relationships with
    c.   What's in it for me principle
    d.   5 ways to break the ice
    e.   4 relationship building accelerators
    f.   2 relationship building killers

F. Find Emails:

    a.   Find emails by subscribing
    b.   FInd emails using EMail Hunters
    c.   Find emails using sellhack
    d.   Find emails using voila norbert

G. Outreach Tactics:

    a.   Outreach templates
    b.   Canned Responses

F. Content Promotion:

    a.   Email Promotion Framework
    b.   How to create micro content.

Bonus 1: The Niche Site System

Bonus 1 Introduction: The Niche Site System will show you how to start and grow a niche website so you can generate passive income online. Here's what you will learn:

1. How to find untapped niches
2. Learn my secret process for choosing profitable, but uncompetitive niches
3. Discover how to become an expert in any niche within only 30 days
4. Learn how to properly monetize your website
5. How to establish a real brand so you can generate income from your niche website today (and into the future)
6. Discover how to create SEO content that ranks consistently
7. See the DIY content creation tools that practically create content for you

8. Learn how to acquire incredible backlinks that actually work
9. ANd so much more!

Bonus 2: The Client SEO System

Bonus 2 Introduction: The Client SEO System will show you how to start or grow a client SEO business step - by - step. In fact, you will get access to the exact process I used to go from a dead - broken college graduate to making 6 figures per year (in less than 6 months). Here's what you will learn:

1. How to pick a niche and make competition irrelevant (Hint: most people think there is only one way to niche down, but there are actually 4 different techniques).
2. Learn how to build a portfolio of real SEO results even if you are not an expert
3. Discover my outbound system for getting new clients. THese methods are incredibly powerful for anyone trying to land their first client.
4. Learn my secret Inbound System that makes leads and SEO clients come to you. Stacking this with the outbound system and you will never need to worry about getting new SEO clients.
5. How to convert your leads into paying SEO clients by using my simple step - by - step sales process. THe best part is that you will close leads without being salesy or over - the - top when you use the system I will show you.
6. Learn how to retain 95% + of your clients. Most people think retention is about customer service, but they are wrong. There's something far more important.

Bonus 3: SOPs and Template Library

Bonus 3 Introduction: My Step - by - step training is incredible on its own, but we also give you SOPs, Checklists, and templates to support you even further.

These aren't basic, unnecessary documents. Infact:

You can take these documents and train yourself to become an expert in the field (or use them to become an SEO freelancers).

Not only that:

These SOPs will give you the ability to build and scale your SEO business (and make money faster).

I normally sell these templates on their own outside of SEO academy 2.0, but you get them for free as a member (and you will never need to pay for any ones we create in the future.)