

# SEO Course Outline

How to Outrank your Competition on Google

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## About:

*Course Length: 3-4 hours in intervals of 1-2 hours*

SEO is all about increasing your Google ranking where you aren't depending on paid advertising to have people click on your website. The SEO course covers what is SEO, factors that determine your Google ranking, and how you can increase your ranking position in Google. See how SEO can bring in more clients and customers for your business increasing awareness, revenue, and connection.

## Offered Platforms:

- Webinar via Google Meet
- In person (workplace or scheduled area)

## Requirements:

- Computer, phone, or tablet **if selecting webinar** as your platform

**NOTE:** If selecting webinar as chosen platform, all meetings are recorded for your reference.

## Tasks:

<ol style="list-style-type: none"><li>1. Define SEO</li><li>2. What determines your ranking</li><li>3. What makes up successful SEO<ol style="list-style-type: none"><li>a. On-Page Factors</li><li>b. Off-Page Factors</li></ol></li><li>4. Define Key Phrases &amp; Keywords<ol style="list-style-type: none"><li>a. How to Identify the right keywords</li></ol></li></ol>	<ol style="list-style-type: none"><li>5. Where to use key phrases and keywords in your site content</li><li>6. SEO Copywriting</li><li>7. Structuring your website</li><li>8. What to do offsite to increase website traffic</li></ol>
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