

HackerYou Course Syllabus

Advanced SEO

CLASS 1

SEO Strategic Planning 201

Welcome to advanced SEO! We're going to focus on strategic planning, exploring the breadth vs. depth of market penetration, content vs. link building in time/effort based strategic decisions, and limiting factors. We'll also explore other options for when SEO isn't the solution.

CLASS 2

MVP SEO Action Plan

For Project Two, we'll go through a simple exercise to demonstrate the effectiveness of SEO: creating two blog posts that link to each other. You'll track their initial positions for target keywords, create a link or set of links to only one blog post, and track progress.

CLASS 3

Analytics & Tracking 201

To help with Project Two, we'll set up position tracking and analytics annotations.

CLASS 4

Authority & Links 201

Re-examining what we learned in the Intro course, you'll gain a broader understanding of link building, including five functional foundational link building tactics with examples.

CLASS 5

SEO Strategic Planning 202

It's final project time! You will work in on a real SEO campaign. You'll get a sense of what it's like to work with a real team, by having each student own a specific aspect of the work that needs to be completed.

CLASS 6

Introduction to Local SEO

Using local citations like Yelp, 411, and YP, we'll build a beginner's understanding of local SEO.

CLASS 7

Technical SEO 201

We're going to build a greater breadth of technical SEO knowledge by identifying and understanding Blackhat SEO (cloaking, hidden text, keyword stuffing, etc.)

PROJECT ONE

PROJECT TWO

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CLASS 8

Keyword & Content Mapping 201

Building on previous knowledge of keyword and content implementation strategy, we'll go through live layout examples to show funnel stages and various classes of content. We'll also intro basics of email marketing and gated content.

CLASS 9

Analytics & Tracking 202

We'll go more in-depth today to look at bounce rates, reporting, errors and seasonality to gain an intermediate understanding of reporting in general, with or without Google Analytics.

CLASS 10

Keyword & Content Mapping 202

Students will gain a firmer grasp of keyword/content strategy expansion, including an upper-intermediate understanding of keyword and content strategy.

CLASS 11

Efficiency & Power Tips for SEOs

After a quick lesson, students will have in-class time to work on their projects and get feedback from mentors and the instructor.

CLASS 12

The Future of SEO

How is SEO going to change? How often should I revamp my strategies? How do I pitch SEO and SEO successes? In this final class we'll do a summary of the tools we've learned, what to avoid, and some final tips & tricks to mastering SEO.

PROJECT TWO

PROJECT ONE

This simple exercise will demonstrate the effectiveness of SEO. Students will create two blog posts that link to each other. They will track their initial positions in SERPs for target keywords, and will create a link or set of links to only one blog post and track its progress.

PROJECT TWO

For your final project in this course, you will work in small teams to create an SEO strategy to help make a charity or not-for-profit of your choice successful. With all hands on deck, each student will be able to own a specific aspect of the work, giving a good sense of what it's like to work on a real SEO campaign.