

HackerYou Course Syllabus

Intro to SEO

CLASS 1

Introducing SEO Core Concepts

An introduction to the course & a close look at the main components, goals & KPIs of SEO. We'll introduce Google Analytics and the Google Search Console and dive headfirst into SEO!

CLASS 2

Keyword & Content Mapping 101

We'll intro funnel stages and search intent, learn the importance of creating a keyword plan and the creation of content mapping through search exercises.

CLASS 3

Keyword & Content Mapping 102

We'll build out a plan together, and get a firmer understanding of keyword/content mapping and how content expands to cover market demand.

CLASS 4

Technical SEO 101

This class will feature a hands-on and exercise-heavy approach to technical SEO. We'll tackle how search engines understand websites and learn some new web plugin tools.

CLASS 5

Technical SEO 102

In our second day of technical SEO, we'll get a better understanding of the audit process to gain experience running a structured audit of your own website or your company's website.

CLASS 6

Authority & Links 101

What is off-page SEO, and what opportunities exist for it to work in conjunction with SEO? Foundational Marketing, Influencer Marketing, and Digital PR all play a role. We'll discuss how well these work by looking at existing campaigns in the wild.

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CLASS 7

Authority & Links 102

Using lots of examples, we'll look at 10 different types of content plays, and discuss why these work (ego baiting, involvement vs. non-involvement, ABC). We'll also identify three content plays with examples and how you'd implement them.

CLASS 8

Analytics & Tracking 101

Brief intro to the analytics funnel, call tracking & other types of conversion measurements. We'll run a full analysis set up and learn Google Tag Manager.

CLASS 9

Keyword & Content Mapping 103

We'll revisit and review content/keyword mapping from earlier in the course, and discuss dynamic keyword targeting, ultra-low search volume targeting, problems of scale, etc. We'll discuss how these learnings influence non-dynamic keyword research, and why this matters.

CLASS 10

PROJECT ONE

SEO Strategic Planning 101

With a quick review from the previous nine classes, you're ready for your first project - creating an SEO plan for a new website. It requires a content/keyword plan, site architecture plan, and you'll fill in technical SEO specifics for each page. We'll outline analytics goals and considerations, and decide on your first link building campaign.

CLASS 11

Technical SEO 103

What internal linking structure works for which keyword classes? How much does technical SEO support the keyword/content plan? How and why do we use technical SEO to accomplish this?

CLASS 12

Student SEO Plan Improvements

With one project under your belt, we'll examine real life implementation issues & solutions, and discuss strategies to help with effort/resource prioritization.

PROJECT ONE

Students will create an SEO plan for a new website. This will require a content/keyword plan, a site architecture plan, and they will fill in technical SEO specifics for each page. They will be given analytics goals and considerations, and will create their first link building campaign.