

Search Engine Academy Course Syllabus

The Search Engine Academy course material is broken down into the following:

- **Essentials Training Program** – Days 1 and 2
- **Advanced Training Program** – Days 3, 4 and 5
- **Master Training Program** – Days 1 through 5 (all days), includes 6 months of follow-up support and mentoring

Each course concludes with an online exam that must be passed with a 70% or higher in order to receive certification.

Essential SEO Skills & Start of Master SEO Skills

Days 1 and 2

- What Is SEO?
- How Do Search Engines Work?
- Six Step System:
 - Keyword research and keyword research tools
 - Write Content for the Human Reader - What is Google Panda and Penguin?
 - Rewrite for the Search Engines
 - Get Pages Indexed
 - Monitor Results - Google Analytics basics, Google Webmaster Tools basics
 - Work in Ranges of Pages
- Links - Internal, external links, strategies, page rank
- Content Spam
- Google Penguin
- Blogging for Business
- Local Search SEO

Advanced SEO Skills

Day 3

- Advanced Keyword Research,
 - root words
 - keyword semantic search
 - keyword themes
- Information Architecture
- Advanced Local SEO
- Video SEO
- Mobile SEO
- Duplicate Content Issues

Day 4 - Google Day

- Google Adwords
- Personalization of search results
- Google+
- Google Authorship
- Advanced Google Analytics
- Google Webmaster Tools
- Google Penguin and Panda

Day 5

- Competitive Intelligence
- Social Media
- Schema.org
- Site Technical Issues
 - Spider Traps
 - URL Canonicalization
 - 301-Redirects
- Persuasive Copy Writing for Sales
- Article Writing for SEO
- Search Engine Optimizing Press Releases for Global Exposure
- How to Become an SEO Professional