

ADVANCED SEO COURSE

SEO BASICS

What is SEO and how do search engines work? Learn Google's guidelines, as well as the best and worst SEO practices.

COMPETITIVE ANALYSIS

Learn how to identify SEO competitors, perform content gap analysis, determine competitor strengths, weaknesses and know how to use this data.

TECHNICAL SEO

Technical SEO class will teach you how to conduct SEO audits. You will learn all technical assets of SEO and gain a deep technical understanding of how websites function.

ECOMMERCE SEO

This section will provide you with proven eCommerce optimization strategies and SEO best practices for eCommerce websites.

CONTENT MARKETING

This section of our course will teach you the process of planning, creating, distributing, sharing, and publishing content to reach your target audience. This class will include types of content marketing, examples, and how to get a strategy going.

KEYWORD RESEARCH

Keyword Research class is a 4-hour intense course designed to teach you everything from the ground up.

ON PAGE SEO

The On Page SEO section of this course will include a practical class and complete list of On Page SEO ranking factors. You will learn how to fully optimize a webpage from scratch and what optimization tactics to avoid.

LOCAL SEO

The Local SEO section of our course is designed to teach you all about ranking local businesses. You will learn what is GMB and why it is important, citation building, Keyword & Competitor Research specifics for Local SEO and more!

SEO TOOLS

Deep dive in two major all-in-one SEO tools (Ahrefs, SEMRush), as well as most trusted technical SEO tool Screaming Frog. You will also learn how to use Google Search Console and Google Analytics data to track your SEO efforts.

DIGITAL MARKETING DEEP DIVE

The Deep Dive section of our course will teach you HTML and CSS basics, introduce you to common CMS platforms, as well as get you a solid understanding of SMM, Email Marketing, and PPC.

For more details, you may visit www.andava.com/about/advanced-seo-course/