Get Your MBA in SEO with These 10 Guides and 5 Courses

Let's get started!

10 SEO Guides

1. The Complete Beginner's Guide to SEO (Buffer)

Buffer's guide to SEO outperforms many others for a few key reasons:

- It truly is for beginners, leaving advanced technical details out of the equation.

- It's broken down into easily digestible sections, with each one providing a primary focus.

- It's full of screenshots, videos, images and infographics, all of which paint a clearer picture of what is needed to succeed.

- Buffer is best known for its social media tools, but this guide is all about SEO. As a beginner, you won't be disappointed with the information and advice.

2. Search Engine Land's Guide To SEO (Search Engine Land)

There are SEO guides and then there are SEO GUIDES.

- Search Engine Land leaves no stone unturned with this guide, providing every bit of information required to better understand the world of search engine optimization.

- There are nine chapters, with each one broken down into an easy to follow format that's full of high quality, targeted information and advice.

3. SEO Basics: Complete Beginner's Guide to Search Engine Optimization (WordStream)

Another beginner's guide, this one from WordStream is all about the basics.

- Similar in form and function to the Buffer guide, WordStream set out to provide answers to a variety of SEO related questions.

4. Search Engine Optimization Starter Guide (Google)

If you could learn SEO from one person or company who would it be? Most people will overlook the obvious answer: Google.

- If you are new to SEO and you want to learn from the top dog, this starter guide will be your new best friend.

5. The Beginner's Guide to SEO (Moz)

Moz is one of the top names in the SEO industry, and this guide reminds us why. Having been read more than three million times, the advice you receive is up to date and actionable.

- There are 10 chapters that make up this in-depth guide, starting with "How Search Engines Operate" and leading to "Measuring and Tracking Success."

6. The Blogger's Guide to SEO (SEOBook)

SEOBook goes above and beyond in providing information solely for bloggers.

- As a blogger interested in SEO, you want to rely on advice that most closely matches your wants, needs and goals. This is why this guide from SEOBook is a must read. It's meant to give your blog's SEO a shot in the arm.

7. The Advanced Guide to SEO (Neil Patel)

You won't be an SEO beginner forever. When you are ready for the next step, QuickSprout advanced SEO guide is a good place to start.

- Every guide on this list is solid. Every guide should be read, when you have time, because the information is presented in a unique manner.

8. The Search Engine Optimization (SEO) Handbook (Minterest)

It may be more of a handbook than a guide, but this resource is packed full of tips, tools and more.

- The most powerful part of the handbook is the list of more than 200 SEO tools. These vary from the top SEO blogs and forums to keyword research and social media tools.

- If you have a strong interest in SEO and are looking for guidance backed by a long list of resources, you should spend time reading through the Minterest handbook.

9. Local SEO: How To Rank Your Local Business (Search Engine Land)

While it may not be a guide in the traditional sense, this informative article is perfect for anybody interested in learning more about local SEO.

- Search Engine Land shares tips and advice for ranking your local business.

- This step by step guide is not the longest, but from a local SEO point of view, it's one of the best you will come across.

10. The Beginner's Guide to Technical SEO (Neil Patel)

This guide was written to help you understand technical SEO, ensuring that you are not scared of any aspect.

- You will learn more about site speed, diagnosing common problems, mobile optimization, thin content and other related technical details.

5 SEO Courses

1. Ecommerce SEO 101 Video Series (Shopify)

This isn't a course for just someone with a general interest in SEO.

- It's a course for online store owners who want to improve rankings as a means of driving traffic to increase revenue and profit.

- Online store owners understand that the difference between success and failure can rest solely on their ability to generate organic traffic.

- If you want to improve this area of your ecommerce business, the Shopify video series is a good jumping off point.

2. SEO Training Course by Moz (Udemy)

Moz once again finds itself on the list, this time with a training course offered through the Udemy platform.

- This free training course teaches the tips and tricks that you need to implement a successful SEO strategy.

- Think of this course as an extension of the company's beginner's guide to SEO. With five lectures and more than one hour of video content, you'll leave the course feeling better about how to rank your website.

- This course is designed for marketers of all levels, so take the time to sign up and dive in. It's free, so you really have nothing to lose.

3. The ClickMinded SEO Training Course (ClickMinded)

The ClickMinded SEO Training Course wants to teach you how to generate 10x more traffic from Google. You read that right: 10 times more traffic.

- If you have any questions about SEO, or if you have concerns about decisions you have made in the past, this guide should be able to clear the air.

- You can get started for free, but this only gives you access to the first section: Introduction to SEO.

- For $997, one user can access the complete course, including bonuses. If you are part of a larger team, you may want to step up to the five user level, which costs $3,997.

- Get started with the free trial to see if you like the course. From there, if it meets your standards, you can decide on an upgrade.

4. Advanced Search Engine Marketing (University of San Francisco)

Are you seeking an SEO course from an accredited and well known university? Look no further, as the University of San Francisco has you covered.

- Some people feel more comfortable taking a course from a university. As long as you are okay with the price, $1,495 for one course, you probably won't be disappointed with the knowledge you collect and your experience as a whole.

5. Free Download: On-Page SEO Template (HubSpot)

It's hard to categorize this as a traditional course, but it definitely fits the mold in some ways.

- The On-Page SEO Template is available for free from HubSpot. It was designed with the purpose of helping marketers track on-page SEO elements.

- As a free download, you should at least see if this template from HubSpot can provide you with any SEO value.

- You will probably find that it's good to keep nearby as you make on-page changes.