

## MODULE 1 (WEEK 1)

### LESSON 1 - Getting Started

- ❖ What is local SEO
- ❖ Local SEO basics
- ❖ Evaluate data
- ❖ Anatomy of an optimized landing page

### LESSON 2 - Local SEO Signals

- ❖ Business Signals
- ❖ Review Signals
- ❖ Social Signals
- ❖ Behavioral Signals

### LESSON 3 - Map Set Up

- ❖ Google my business
- ❖ Bing Places
- ❖ Facebook
- ❖ Apple Maps

## MODULE 2 (WEEK 2)

### LESSON 1 - Building Local Content

- ❖ Identify your top keywords
- ❖ Creating amazing content
- ❖ NAP and bus, description
- ❖ Beating your competition

### LESSON 2 - On + Off Page SEO

- ❖ What is on-page optimization
- ❖ Taxonomies, archives, permalinks, sitemaps, and indexing
- ❖ Off page, Backlinks & Citations
- ❖ Marketing your content

### LESSON 3 - Summary

- ❖ How To Win On Local Search
- ❖ Local Tech Stack
- ❖ Business Reputation
- ❖ Online Branding
- ❖ How To Get the Most Out Of This Course