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 business 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