

SEO Strategy

**1 Lesson**

Learn about

Despite advances in other digital marketing channels, organic search remains one of the most popular ways for visitors to discover you. But without an effective strategy in place, your SEO efforts may well be in vain. In this lesson, we begin by exploring exactly what organic search is and how it works. We then turn to the key elements that go into creating an effective SEO strategy, including choosing well-defined goals and focused KPIs. Finally, we discuss how best to go about achieving your desired SEO outcomes – from selecting the most appropriate keywords, to the tactics you should avoid.



Lesson Overview

Lesson 1

In this lesson you will learn:

- ✓ How organic search works
- ✓ How to choose effective SEO goals and KPIs
- ✓ How best to go about achieving your goals