



# WSP Course Outline for Basic & Advance Search Engine Optimization

## First Day Lecture

- Rank a local business website on the first page of Google
- Understand the entire local SEO process from start to finish
- Identify the best, most profitable keywords for local businesses
- Properly optimize a local website for maximum SEO benefit
- Find and obtain high quality back links and specific local business back link opportunities
- Build quality citations for fast ranking in the Google local pack

## 2nd Day Lecture

- Website Analysis
- Client Requirements
- Keyword Research
- Content Writing
- Website Optimization
- SEO Submission
- Link Building
- Reporting