

Overview of SEO

0. What is SEO?

0.1 Introduction to SERP

0.2 SEO Evolution

0.3 How Search Engines Work

1. Keywords the fundamental of SEO

1.1 Mine the rich resources of keywords

- What are keywords?
- The implications of keywords
- How can we use keywords
- Find keyword research resources
- View the keyword universe
- Read keyword data effectively

1.2 Importance of Keywords

- Why you need a Keyword research plan
- Keyword research process
 - How to find low competition, high-converting keywords

- Why you won't succeed in SEO without doing it
- Tools to help you analyse keywords
 - Raven tools
 - Moz
 - SEMrush
 - Keyword Discovery
- Understanding keyword attributes
- Understanding keyword distribution

Day 3: SEO Keywords Fundamental - Part 2

1.3 Free Tools That Will Generate 1,000s of Keyword Ideas for You

1. Keyword planner
2. <http://keywordshitter.com/>
3. keywordtool.io

1.4 Managing keywords data for Maximum insights

- Creating a keywords spreadsheets
- Find initial keywords
- Utilize the long tail keywords
- Find phrase patterns
- Organize by prefix and suffix
- Search for synonyms
- Plan for plurals

1.5 Adding three dimensional keyword data

- Intersect keyword demand and keyword trends
- apply tools for finding keyword search trends
- compare keyword trends
- Asking why
- Articulating strategy
- Organizing keyword data with your additional data

Measure your results

- Do not be fooled by rankings
- Measure the right outcomes
- Establish value

- Develop keyword segments in your analytics
- Evaluate landing pages for value
- Troubleshoot landing page bounce rate
- Prioritize your marketing efforts

Assignments:

TEST:

Day 4: OPO - Part 1

2. On Page Optimisation: How to Optimise Your Content Around Your Keywords

- SEO Optimised Content
- URL Optimisation
- How to Write Title Tags
- Heading Tags & Copy Optimization
- Image Optimization
- Interlinking Pages, Outgoing Links & Social Share Buttons

2.1 Apply keywords to your website

- Understand page structure
- Familiarize yourself with the page title
- Evaluate your page title options
- How to utilize page structures to your advantage
- Keep the attentions of your reader with better page structure
- Coverage strategies of structure, scanning and spiders
- Implement keywords throughout your content
- Consider alt attributes and title attributes
- Review your navigation for keywords
- Test your navigation for usefulness and understandability

Assignments

Day 5: OPO - Part 2

Content Optimisation: How search engine and

people view web pages

- Understanding content Optimisation
- Optimising site structure
- Recognising different types of content
- Optimising textual page elements
- Optimising nontext components of a web page
- Analysing content quality
- Exploring the benefit of user generated content

0.1 Content Optimisation: Technical SEO

- Interpreting the code behind web pages
- Understanding how search engine index content
- Working with Canonical urls and redirect
- Leveraging microformats
- Walking with server side factors

0.2 Long-term content planning

- Overview of long-term content strategies
- Planning a successful content strategy and avoid common mistakes
- Defining your audience topic angle and style
- Understanding different types of content
- Working with an editorial calendar
- Promoting your content with social media
- Measuring content performance

Assignments

Day 6: OPO - Part 4

Local search

- Understanding local search
- Understanding Google my business
- Setting up and optimising Google + local
- Managing your citations
- Getting more review for your business

- Optimising your website for local search
- SEO For Local Businesses
- How to Rank Your Local Business WITHOUT Content Marketing

Day 7: OPO - Part 5

Mobile SEO

- Understanding mobile SEO
- Configuring your site for mobile
- Optimising your site for feature phones and Smartphones
- Developing mobile friendly content

How to make money (monetize) an app

- App revenue section introduction
- Free vs. paid & how much should you charge for your app
- Rewarded ads monetization strategy
- The "whale" monetization pattern
 - The “ Whale ” Monetization Pattern
- The strategy to make a lot of money with ads using smart ad mediation software
 - Link of the pros and cons of the top 6 companies
- Ideas to monetize your app experience from outside of the app stores

Virality from inside the app

- Section introduction
- How to build in virality to your mobile app
 - Tips To Make Your App More Viral By Increasing Invites From Inside The App

Day 8: OPO - Part 6

Video SEO

- Video Ranking Tools
- On Page SEO
- Off Page SEO
- How To Sell In Videos
- How To Protect Your Channel

- Custom Thumbnails
- How To Create Multiple Accounts

Day 9: OPO - Part 7

Technical SEO

- Install Google Analytics So You Can Optimise Your SEO Performance
- Get Preferentially Ranking from Google with Mobile Responsive Websites
- Double Your Conversion Rate with Faster Page Load Speeds
- Check for SEO Errors: Add Your Property to the Google Search Console
- How Meta Robots work?
- Understanding HTTP Status Codes
- Practical Comparison: HTTP vs. HTTPS
- Using or not using www?
- Using Schema.org and Mark-up, How to use and how to test
- Google Page Speed Test
- Schema Markups

Assignments:

TEST:

Day 10: Google Analytics

- Understanding the basics
- Why Google analytics
- How Google Analytics works
- How to setup analytics account
- Understanding full reports
- Dashboard and shortcuts
- Basic campaign and conversion tracking

Day 11: Google Webmasters/ Bing

All the Goodies in Google Webmaster Tools

- Get Started With Search Console – How to Verify Your Website
- Explore All the Available Tools In Search Console

Assignments: Blogger.com (Analytics/Webmasters)

Test: Certification

Day 12: OFO - Part 1

3. Off Page SEO: Link Building

- How the search engine killed the web directory
- How link analysis revolutionized web search

3.1 Link Basics

- Exploring the anatomy of a link
- Not just pagerank: Understanding what links do for your site
- Explaining Google Page Rank and why google stopped it
- Exploring keywords and google bombs
- The perfect link
- Dealing with problem links
- Analyzing links

Assignments:

Day 13: OFO - Part 2

3.2 Building links

- Exploring the two types of links
- Grabbing low hanging fruit
- Working with local pages and directory links
- Reciprocal Linking: Is it worth the trouble?
- Creating press releases
- Working with article syndication
- Working with bloggers
- Creating link bait
- Examining social networking links
- Getting more links
- Working with linking software

- Exploring penguin

Day 14: OFO - Part 3

3.3 The Link Game

- Buying links: pros and cons
- When is paying for links buying links?
- Finding link services
- understanding linking jargon
- Understanding the importance of links
- Building internal links
- Building external links
- Finding link building opportunity
- Executing a link Building strategy

Day 15: OFO - Part 4

3.4 Smarter Ways Proven to Earn Quality Backlinks

- How to Steal Your Competitor's Backlinks, Rankings & Traffic
- How to Get Key Influencers in Your Niche to Give You Links
- Guarantee Links by Modelling Successful Content
- Build Links with Infographics: Create a Visual Resource
- How to Build Links With Slideshare
- Earn links through Guest Posting: Solid Your Position As a Thought Leader
- 6 Ways To Maximise Links for Your SEO Campaigns
- Little Known Tactic to Get Ranked Fast With Google+

Day 16: OFO - Part 5

3.5 Off Page Optimisation: How to Build Authority with Backlinks (Introduction)

- The Types of Backlinks that Really Matter and How You Get Them
- Do Follow vs. No Follow Links: Find Out Which Ones Have SEO Power!
- Black Hat SEO: Protect Yourself from Harmful Links
- Dangerous SEO Myth: Social Signals (Tweets, Likes) = Backlinks

Assignments:

Test:

Day 17: SEO Auditing

4. An Introduction to SEO Auditing

- What, Why and How!

4.1 SEO Audit: Using Website Standards & Tools

- Use of Website Analytic Tools
- Tracking Top Analytic Reports
- Using Google Webmaster Tools
- Using Bing Webmaster Tools
- XML Sitemap for Search Engines
- Robots.txt

4.2 SEO Audit Off Site SEO

- Incoming Link Analysis
 - Open Site Explorer | Moz
 - Google Webmaster Tools
- Website Domain Authority
 - What is Domain Authority?
 - Open Site Explorer | Moz

Assignments:

Test:

Day 18: Competitor Analysis

5. Competitor Analysis

- What is a Competition Analysis & Why Is It Important
- How to Perform a SEO Competitor Analysis
 - Open Site Explorer | Moz
 - SEMrush.com -> Advanced Keywords and Competitors Research Tool
- Identifying Your SEO Competitors

Assignments:

Test:

Day 19:

6. Google Guidelines

7. Google Algorithms

Assignments:

Test:

Day 20:

7. SEO Tools

- Screaming Frog SEO Spider
- SEMrush
- Moz's open site explorer
- Ahrefs
- Majestic

Assignments:

Test:

Google Tag Manager

Day 21: GTM

Getting Started with Google Tag Manager

- Quick Google Tag Manager
- Google Tag Manager Installation
 - GTM for WordPress
 - GTM for Magento
 - GTM for AngularJS
 - GTM for Prestashop
 - GTM for Joomla
- What is Google Tag Manager

- Publish a Tag with Google Tag Manager
- Auto-Event Tracking with Google Tag Manager
 - Button Click Tracking
 - Form Tracking
 - Outbound Link Tracking
 - Form Field Tracking

Assignments:

Test:

Day 22: Social Media Marketing

Introduction

- What is social media?
- History of social media marketing
- Importance of social media
- SMO strategy for business
- Social media key concept
- Business profile creation
- Brand Awareness
- Social media engagement
- Viral marketing

Facebook Marketing

- Introduction to Facebook
- What is a Facebook profile?
- How do you make a good Facebook profile?
- What is a Facebook group?
- Facebook events
- Creating A Facebook Page For Your Business
- Why Facebook is a Better Option
- Effective Facebook Marketing Strategy

Day 23: Facebook Ads Part - 1

1. Facebook Ads for Beginners

- What are adverts
- How Does Facebook Advertising Works
- How To Access The Facebook Ads Manager
- How To Navigate the Facebook Ads Manager
- Facebook Vs Google Adwords
- Facebook Ad Types
- Types of Ads
- How to Build an Audience from Scratch!

Assignments:

Test:

Day 24: Facebook Ads Part - 2

1.1 How To Use And Create Facebook Audiences For Your Facebook Ads

- Introduction to audiences in Facebook ads.
- Facebook ads audience types: custom, lookalike, and saved.
- Customer list custom audience creation in Facebook advertising.
- Website traffic custom audience creation for remarketing.
- Custom app audience
- Custom Audience Through Video Viewers
- Creating a lookalike audience.
- How to make a saved audience to speed up targeting with Facebook ads.
- Facebook Ad Country List For Highest & Lowest Cost Ads On Facebook
- Setting Up A Winning Facebook Ad Campaign (Step By Step)

Assignments:

Test:

Day 25: Facebook Ads Part - 3

Campaign Analysis

- Tweaking Your Campaign
- Testing, Tweaking And Measuring Your Ad Campaign

- Recommendations for Your Facebook Ads
- Pushing Ads To Your Target Audience Is The Key To Success On Facebook
- Facebook Live And Facebook Ads
- How to Clone a Successful Audience & Find your Mailing List on Facebook
- How to Boost your Posts like a Boss!
- Run an Effective "Likes" Campaign!
- What is your purpose of advertising on Facebook?

Assignments:

Test:

Day 26: Facebook Ads Part - 4

1.2 Remarketing - The Art of Selling to Warmer Prospects

- Introduction to Remarketing - What is it? And Why is it valuable?
- Remarketing - How to get your content in front of all your Page fans
- Remarketing to the audience that are proven to buy your product

Practice these principles to guarantee success with Facebook Marketing & Ads

- Facebook Ads: Do What Works With You
- Offer Value Straight Away To Get Success With Facebook Marketing
- Focus on Cost Per Action (CPA) In Order To Maximise Results With Facebook Ads
- How The 80 / 20 Principle Will Put You In the Top Facebook Ads Performers
- The Four Key Principles That Lead To Success On Facebook

Using Facebook Ads For Instagram

- How to Promote an Instagram Post using Facebook Ads - NEW
- Results of the Page Post Engagement on an Instagram Ad! Prepared to be WOWed!

Assignments:

Test:

Day 27: Instagram Marketing Intro

2. Instagram Marketing

- What Is Instagram All About?
- How instagram work
- Why Businesses Should Use Instagram

- How Other Businesses Are Using Instagram
- Ultimate Instagram Marketing Secrets Outline
- The Ultimate Audience for Pure Marketing
- Difference between personal, creator and business account
- Is follow to follow and like to like methods good for account?

2.1 Step-by-Step Guide to Launch Your Campaign

- Setting Your Profile Up For Success
 - Choosing the Perfect Instagram Handle / Username
 - Choosing the Right Instagram Name
 - Perfecting your Instagram Display Picture
 - Optimizing Your Instagram Bio
 - Creating your Instagram Account Call-to-Action (CTA)
 - Creating your caption for post and reels
- Ninja Tactics: The Perfect Pictures for Promotion
- How to Build Followers and Gain Attention
 - Autopilot
- How You Should Not get Followers on Instagram
- How to make money with instagram

2.2 How to do business with instagram

- About theme page
- How to build theme page
- Promotional, Special day posters vs Informational post
- Post vs Reels
- Post and reels working
- How do I get more views on instagram

Assignments:

Test:

Day 28: IM Part - 2

2.1 Position Your Business on Instagram in 6 Quick & Easy Steps

- Step 1: Download & Install the Instagram Mobile App
- Step 2: Create Your Instagram Account as a Business
- Step 3: Creating Your Business Profile
- How to Create a First-Class Instagram Business Profile
- Step 4: Navigating the Instagram App
- Step 5: Posting Your Images and Videos to Instagram
- Step 6: Finding Instagram Followers for Your Business

2.2 Creating the Ultimate Instagram Content Game Plan

- Photo Licensing and Image Ownership

- What to post on Instagram (Theme and Purpose)
- The Best Times to Post on Instagram?
- How to Post Media on Instagram
- Increasing your Image and Video Exposure

2.3 Perfect Outreach: Build an Inbound Sales Funnel

- Start Reaching Out and Building Your #1 Fans
- Instagram Direct - One of the Best Features

- Ultimate Instagram Marketing Secrets
- The Magic of Follow Up Relationship Building

2.4 Hashtags #TheKeyToSuccess

- The Power of Hashtags
- How to Use Instagram Hashtags to Expand Your Reach

2.5 How to use AI in Instagram Marketing?

- Chat GPT
- Dall-E 2

Assignments:

Test:

Day 29: Pinterest Marketing

3. Pinterest Business Marketing

- What Exactly Does One Do On Pinterest?

3.1 Getting started with Pinterest

- What is Pinterest and why Is It beneficial for your eCommerce store?
- Staying consistent with Pinterest
- Creating Your Pinterest Business Account
- Unique Ways to use Pinterest for Business
- Pinterest Marketing Tips & Tricks
- Pinterest Power Tools

3.1 The Six-Step Formula for Pinterest Marketing Success

- Step 1: Picking Your Topic
- Step 2: Creating Your Pinterest Account
- Step 3: Optimising Your Profile
- Step 4: Creating Your Boards
 - How to Start a Pinterest Board that Succeeds
- Step 5: Pinning like a Pro
 - 5 Ways to Get Your Pins Noticed on Pinterest
 - How to Use Pinterest Promoted Pins
 - How to Optimize Your Pins for the Pinterest Smart Feed
- Step 6: Build a Following
 - 6 Ways to Get More Pinterest Followers

3.2 Basics of Pinning - What You Should Know

- Using hashtags, adding descriptions and basic pinning
- Engaging with existing pins and users.
- Using Group Boards
- What are Pinterest Rich Pins?
- Pinning With Your Cell Phone

3.3 Creating Pinterest Badges & Widgets

- Adding Pinterest buttons and widgets to your eCommerce Store

3.4 Viewing Analytics on Pinterest & Rich Pins

- How To Use Analytics To Your Advantage
- Google Analytics Tracking

Assignments:

Test:

Day 30: Twitter Marketing

4. Twitter Marketing

4.1 Twitter introduction and basics

- Getting Started: Creating an Effective Twitter Profile
- How to Perform Basic Functions
- How your Twitter page and account should look like
- Tweet quality is extremely important
- Private Twitter accounts
- How to interact with people on Twitter
- Establishing yourself as a domain expert on Twitter
- How to grow followers when you first open your account
- Buying Twitter followers
- How to use Twitter to interact with influencers and celebrities
- Tweeting as yourself Vs as your business brand
- Twitter paid marketing
- How to maximize social sharing by building it into your product
- How social sharing will help your Google SEO
- How to use the "favorite" feature
- How to increase sales and traffic from your email signature

4.2 Twitter Daily Operations

- Notifications: Your Twitter To Do List:
- The Importance of Names in Driving Engagement
- How to Unfollow on Twitter
- Best Practice Use of Direct Messages
- How to Block Someone on Twitter
- Using Twitter Search to Connect with Your Audience
- Twitter Lists: What Most People Aren't Doing With Twitter Lists

4.3 GET THE MOST RETWEETS AND ENGAGEMENT!

- How to use Twitter hashtags to increase traffic and followers
- How to use trending hashtags
- How to write good headlines that increase clickthrough
- Link to article with headline examples
- How to get more retweets and boost your Twitter AND SEO
- Ideal tweet length to maximize engagement and retweets
- Ideal number of hashtags to use in a tweet to amplify sharing & engagement
- Best time of the day to tweet to get the most engagement
- How to consistently rank in hashtag searches & automate it with Wordpress
- How to structure your tweet to optimize for click-through
- Mention people in your tweets to get more exposure
- Promote others to get promoted back

Assignments:

Test:

Day 31: LinkedIn Marketing Part - 1

6. LinkedIn Marketing

6.1 Top 5 Things to Boost Your LinkedIn Profile

- Step 1: How to Get an Amazing Profile Picture
- Step 2: Create a Headline that Gets You More Leads
- Step 3: Write an Amazing Professional LinkedIn Summary
- Step 4: What You Must Do on Your Work Experience Section
- Step 5: How to Add Hundreds of LinkedIn Connections Automatically

6.2 How to Post on LinkedIn to Become an Expert

- How to Post on LinkedIn to Become an Expert
- A Super Effective and Easy LinkedIn Posting Strategy
- Get More Credibility from LinkedIn Groups

6.3 How to Add New Sales Prospects on LinkedIn and Contact Them

- Connect with Decision Makers on LinkedIn
- How to Add More LinkedIn Connections Using Advanced Search
- How to Add Tags to Your Contacts for Easy Searching
- The Best Sales Email to Send to a New Prospect

6.4 How to Easily Get More Endorsements and Recommendations

- Easily Get More Endorsements and Get In Front of Connections
- How to Get Amazing Recommendations on Your Profile

6.5 How to Get Your LinkedIn Profile to Rank in Search Engines

- Double Check Your LinkedIn Privacy Settings - Important
- Where to add Keywords to Your LinkedIn Profile
- How to Make Sure Your LinkedIn Profile Ranks in Search Engines
- Updating your Contact Info in Your Profile to Get More Leads

6.6 LinkedIn

Ads

Assignments:

Test:

Day 33: SEM Basics

Search Engine Marketing (SEM)

Introduction to PPC Marketing

- Overview of PPC Marketing Training
- What PPC Marketing is All About
- Why You Should be Using PPC Marketing for Your Business
- Different Ad Networks & Automation Tools

SEM Keyword Research

Apply keywords to your PPC Campaign (PPC Keywords)

- Create effective ads
- Learn keyword based bidding strategies

- Balance keywords and quality score
- Avoid costly mistakes
- Focus on negative keywords
- Add dimensions of location, timing and word structures
- Continually improve your campaign

Assignments:

Test:

Day 34: Google Adwords Setting up a PPC campaign

Setting Up A Profitable PPC Campaign from Start to Finish

- Creating a PPC Campaign in Google AdWords
- Tracking Your PPC Ad Campaigns
- Testing, Optimizing & Scaling Your PPC Ad Campaigns

Introduction to Google AdWords

- Overview of Google AdWords
- Understanding the Auction
- What is Google AdWords all about?
- Keyword Match Types
- The Importance of Ad Relevancy
- Relevant Landing Pages FTW
- Adwords Account Structure
- Why You Should be Using Adwords
- Keyword Strategy & Tools
- Keyword Match Types
- Google Keyword Planner
- Google Analytics & Adwords
- Top 5 Google Adwords Automation Power Tools

Setting Up A Profitable Ad Campaign with Google AdWords

- Step 1: Creating an Account
- Step 2: Creating Your First Campaign
- Step 3: Creating your AdGroup
- Step 4: Creating Your First Ad
- Step 5: Creating Your First Keyword List
- Step 6: Providing Billing Details
- Step 7: Getting Familiar with Your Adwords Account
- Step 8: Going Mobile with Adwords
- Increase Your CTR with Ad Extensions
- Google Adwords Campaign Checklist

Assignments:

Test:

Day 35: Google Adwords - Part 2

Top Tips, Tools & Resources for Google AdWords

- Landing Page Design: How a Best Performing Landing Page Should Look Like
- Google Adwords Display Network: How to Create a Winning Ad Campaign
- How to Select Your Audience
- How to Set Budgeting and Bidding in Google Adwords
- Tricks that Internet Marketers use on AdWords
- Ten Must Do's for Successful Google AdWords Campaigns
- Ten Pitfalls to Avoid
- Experience and Learn the True Power of AdWords from these Case Studies
- Resource Directory
- Unlimited AdWords Clicks for only 1 cent each
- AdWords Annihilation

How to Make Money Online with Google AdWords

- Profitable Tactics to Make Money Online with AdWords
- Setting Up Your Google Analytics Account
- User Interface Overview
- Customising Your Dashboard
- Adding Additional Users
- Creating Goals

Assignments:

Test:

Day 36: Google Adwords - Part 3

Creating Your First Adwords Campaign

- Let's Start a New Campaign
- Keyword Research: Getting Keyword Ideas From Your Site
- Keyword Research: Getting Keywords Ideas from Other Keywords
- Creating Keyword Buckets
- Competitive Research
- Bulk Uploading Keywords
- Bulk Uploading Ads
- Creating Campaign Sitelinks
- Using Dynamic Keyword Insertion
- Tracking Conversions Inside Adwords
- Campaign Settings Via The Interface
- Campaign Settings Via The Editor
- Getting Started with Remarketing

- Adding Your Remarketing Tag
- Creating Your First Remarketing Campaign
- Reporting: Search Query Report
- Advanced Adwords Reports
- Advanced Adwords Reports Part II - Ad Serving Reports

Google Adwords - Part 4

A/B Testing

- Introduction to A/B Testing
- An Overview of Optimizely
- Analyzing Your A/B Test

Assignments:

Test:

Day 37: Google Adwords - Part 5

The Essential Tips!

- Its all about Relevance
- Landing Pages
- Quality Score
- Keywords and Ad Groups
- Split-Testing
- Campaign Settings
- Geo-targeting
- Negative Keywords
- Adwords Editor

Assignments:

Test:

Day 38: Google Adwords Part 5

- Display Ads
- Remarketing Ads

Assignments:

Test:

Day 39: Google Adwords Part 6

- Landing Page
- Optimization

Assignments:

Test:

Day 40: Email Marketing

Email Marketing:

Email Marketing Basics

- Signing Up for an Email Account
- Creating an Email List
- Customizing Your Confirmation Email
- Creating an Autoresponder Series
- Adding People to Your List
- Determining Who's Ready to Buy
- What is an Autoresponder?
- Free Autoresponders
- Opt-in Forms and Leadpages
- HTML Emails vs. Plain Text Emails
- Aweber - Paid Autoresponder Overview
- Sending Broadcast Messages and Scheduled Messages
- Follow-Up Series Emails (Autoresponder Series)
- Squeeze Pages and Lead Pages
- Email Subject Lines
- The Opt-In Process
- How to Create Opt-In Forms
- Double Opt-In

- Email Open Rates and Click-Through Rates
- Adding or Importing a List of Subscribers
- How to Backup Your Email Lists, Autoresponders, and Broadcasts

Advanced

Email Marketing Strategies

- Integrity in Business
- The Long-Term Value of Intellectual Assets
- Guest Blogging for Traffic and Building Your List
- Turning Mistakes into Money

The Basics of List-Building and Getting Email Subscribers

- How Does List-Building Work?
- The Most Popular List-Building and Email Marketing Tools
- The Free Alternative List-Building Tool I Love
- Walkthrough: Sign Up & Install MailPoet
- How to Send Mail with MailPoet
- Practice Exercise: Install a List-Building Tool

The Perfect Lead Magnet Formula

- What is a Lead Magnet?
- Tools I Use to Create Lead Magnets & a Practice Exercise
- Setting Up an Automated Email to Send Your Lead Magnet
- Practice Exercise: Set Up Your Lead Magnet

Create High-Converting Opt-In Forms

- High-Converting Opt-In Formula
- Examples of Beautiful Opt-In Forms for Inspiration
- Practice Exercise: Write Out Your Opt-In Text
- Killer Opt In Form Worksheet
- Free & Beautiful Opt-Ins with Magic Action Box
- How to Customize the Magic Action Box
- Magic Action Box Style Guide
- Practice Exercise: Create a Stunning Magic Action Box
- Magic Action Box Style Guide
- Add a Top Bar Opt-In Form for Free
- Top 9 Converting Places to put Email Sign-Up Forms

How to Get More Web Traffic

- Get More Web Traffic with Blog Articles
- Get More Web Traffic with YouTube Videos
- Get More Web Traffic with eBooks

- Get More Web Traffic with Social Media

Day 41: Email Marketing Part 2

Growing

Your Business Opportunities with the High Value Email

- Identifying and Connecting with High Value Clients
- Putting it All Together for Real World Results

Building Your High Value Email - for Maximum Results!

- Crafting Your Message
- Craft Your Message & Recording A Video

Email List Building Tech Guide

- Signing Up for an AWeber Account
- Creating a New Email List
- Customizing Your Confirmation Email
- Creating an Opt-In Form
- Signing Up For LeadPages and Integrating It with AWeber
- Creating LeadPages and LeadBoxes
- Setting Up a Lead Magnet
- Setting Up a Thank You Page
- Creating an Email Autoresponder Series

7 Super Subject Lines To Get Your Emails Opened

- 7 Super Subject Lines To Get Your Emails Opened
- How To Create The Perfect Welcome Email
- How To Create The Perfect Welcome Email Part 1
- How To Create The Perfect Welcome Email Part 2

How To Create Emails That Get The Click Even If You're Not an Expert

- How To Create Emails That Get The Click Even If You're Not an Expert
- How To Get 50% More Opens And Clicks From Any One Email
- 6 Email Marketing Tips For Increased ROI
- 6 Email Marketing Hacks For Growing Your Online Business
- The Email Marketer's Toolbox Of CTAs

Email Marketing In A Nutshell...It's NOT What You Think

- It's All About Direct Response
 - Insider School

- Always Be List Building

The V+F+I+SR Relationship Formula

- Value 1
- Friendship
- Interaction
- Self-Revelation

Day 42: Email Marketing Part 3

Building Your Email Marketing Account

- Signing Up
 - Aweber Signup
- Making Your First Email List
- Transferring Subscribers
- Sending Emails
- Creating Automated Emails

The Keys To Building A Huge Email List

- The Email Getting Formula
- Getting 10x The Results with the Email Getting Formula
- Building Your Email List Quickly

Getting Email Addresses Online

- Making A Signup Form
- Squeeze Pages
 - Optimize Press
- Walkthrough Of Making A Squeeze Page
 - OptimizePress
- Splash Pages and Pop Ups
 - The Robert Collier Letterbook
 - Optimize Press
 - Pop Up Domination

Getting Email Addresses In A Physical Business

- 'Physical' Signup Forms

Writing Great Emails

- Some Email Rules To Keep In Mind
- Writing Great Subject Lines
- Writing Great Emails

- Psychological Elements That Sell
 - The Boron Letters
 - Product Launch Formula Email List

Sequences

- Think In Terms of Sequences
- The CCPC Sequence
- Another Powerful Sequence

More Advanced Aweber Tricks

- Take Advantage Of Support
- Split Testing
- Segmenting
- Campaign Sharing
- Be Careful With This When Adding New Followup Messages

Assignments:

Test:

Day 43: Affiliate Marketing Part - 1

AFFILIATE MARKETING

Introduction - Affiliate Marketing Alchemy

- Black Art Secret Facebook Community, Bonus Videos & Articles
- What is Affiliate Alchemy All About?
- The Affiliate Marketing Trap - Be Warned!
- Limiting Beliefs
- Action Step: Affiliate Marketing Game Plan

Figure Affiliate Marketing & Launch Game

- Overview
- The Launch & Affiliate Game
- Building a List via Serial Launching
- Building a List via "Backend Bonuses"
- Email Service Providers - Self-Hosted & Deliverability
- The "Value" Style - Bonus Emails, Case Studies, Value & Quality
- The "Daily Deal Style" - Consistent Deals, No Bonuses & Quantity
- Training Your Customers

- Action Step: Select Your Strategy

Day 44 - Affiliate Marketing Part - 2

Planning 4-Figure & 5-Figure Promos

- Overview
- Selecting Promos (Quality versus Strategy)
- Physical Deliverable: Successful Promo Due Diligence Checklist
- Due Diligence: Required Information from Product Creator
 - Muncheye
 - Video Traffic
- \$10,000 Webinar Affiliate Promo Funnel
- \$10,000 Video Affiliate Promo Funnel
- \$10,000 Super Promo Funnel
- Planning the Video
- Physical Deliverable: Sample Affiliate Promo Sales Script
- Brainstorming Targeted Bonuses
- Action Step: Plan the Funnel, Video & Bonuses
- Review

Engineering the 4-Figure or 5-Figure Promo

- Overview
- Creating the Video
 - Affiliate Bonus Page
 - Camtasia
 - Video Alchemy
- Creating the Bonuses
 - Amazon S3
- Creating the Bonus Page or Using Product Creator's Templates
 - Optimize Press
- Physical Deliverable: Our \$42k Bonus Page Template
 - Affiliate Bonus Page
- Creating the LeadPage
 - Lead pages
- Executing the Webinar
- Physical Deliverable: Our \$42k Webinar Presentation
 - Outro Webinar Presentation V7 Altered
- Executing the Emails
- Physical Deliverable: Our \$42k Email Sequence
- The Early Bird & 1st 2 Hour Scarcity
- Hitting Unopens Using Day 1 Scarcity

- Prize Money Competitions
- Action Step: Executing the Promo

Assignments:

Test:

Day 45: Inbound Marketing Part - 1

INBOUND MARKETING

Essentials of an Effective Inbound Strategy

- Why inbound?
- What are the fundamentals of inbound success?
- What does inbound look like?

Attract

Optimizing Your Website for Search Engines

What is Search Engine Optimization?

SEO strategy and best practices

What does a successfully optimized website page look like?

Creating Content with a Purpose

- Why is content important to inbound?
- How do you create remarkable content?
- What does remarkable content look like?

The Fundamentals of Blogging

- Why does blogging help your inbound marketing?
- How do you create a successful blog?
- What does a successful blog post look like?

Amplifying Your Content with Social Media

- Why is social media essential to inbound?
- How to amplify your content on social media?
- What does content amplification look like?

Convert

Enticing Clicks with Calls-to-Action

- How do you use a call-to-action (CTA)?
- How do you create successful CTAs?
- What does an effective CTA look like?

The Anatomy of a Landing Page

- How do you use a landing page?
- How do you create successful landing pages?
- What does an effective landing page look like?

Guiding the Next Step with Thank You Pages

- How do you use a thank you page?
- How do you create successful thank you pages?
- What does an effective thank you page look like?

Day 46: Inbound Marketing Part - 2

Close

Sending the Right Email to the Right Person

- Why is email marketing still important?
- How do you send the right email to the right person?
- What does a great email look like?

The Power of Smarketing

- why is Smarketing critical to inbound success?
- How does Smarketing result in alignment?
- How do you integrate Smarketing into your organization?

Taking Your Sales Process Inbound

- What is inbound sales?
- How can you transform the way you sell?
- What does a day in the life of an inbound sales rep look like?

Delight

The Pillars of Delight

- Why customer delight is so important
- How to delight your customers
- The seven customer delight guidelines

Assignments:

Test: