

Search Engine Optimization (SEO)**Duration: 17 lessons, 34 hours**

1. Business copywriting
2. Keywords and content. Keyword Research
3. On site SEO - Technical (tags, url's, new tags, robots.txt, redirects, canonical url's, etc.)
4. Combining content - special SE instruction tags
5. Monitoring systems and MOZ
6. Technical audit tools
7. Content and blogs
8. Links, anchors and linkweels