



Class 4:

Launch Your First SEO Campaign in 30 Days

Instructions: analyze your campaign performance in Google Search Console.
Document observations and any actionable insights or next steps.

	Keyword	Observation	Next Step
1.			
2.			
3.			

Additional ideas for improvement and iteration

Instructions: document and list out the activities - direct and indirect - you can do to keep improving your ranking for these keywords and this overall topic.

Use Ideas Generated From Previous Classes

Class 3 workbook activity:
Implementation Plan Calendar

- Did you complete this table?
- What ideas or actions did you list out you didn't get to yet?



Class 3:

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Document Your Implementation Plan

URL	June	July	August	Phase 2
URL #1:	To do: <input type="checkbox"/>	To do: <input type="checkbox"/>	To do: <input type="checkbox"/>	
	Done: <input type="checkbox"/>	Done: <input type="checkbox"/>	Done: <input type="checkbox"/>	
URL #2:	To do: <input type="checkbox"/>	To do: <input type="checkbox"/>	To do: <input type="checkbox"/>	
	Done: <input type="checkbox"/>	Done: <input type="checkbox"/>	Done: <input type="checkbox"/>	
URL #3:	To do: <input type="checkbox"/>	To do: <input type="checkbox"/>	To do: <input type="checkbox"/>	
	Done: <input type="checkbox"/>	Done: <input type="checkbox"/>	Done: <input type="checkbox"/>	
General SEO:	To do: <input type="checkbox"/>	To do: <input type="checkbox"/>	To do: <input type="checkbox"/>	
	Done: <input type="checkbox"/>	Done: <input type="checkbox"/>	Done: <input type="checkbox"/>	

Class 2 workbook activity: "Nice to Do" ideas

- Did you complete this table?
- What ideas or actions did you list in the "Nice to do/Phase 2" column?



Class 2:

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On-Page Prep: Document Insights

1. Google each of your 3 keywords. Document SERPS insight, and visit each competitor on Page 1. Document insight about how what you see influences/impacts your on-page optimization plan.

	Keyword/Page	SERPS and On-Page Insight	
		What Must You Do?	"Nice to Do" or Phase 2
1		<i>Example:</i> <ul style="list-style-type: none"> • Build out answers to relevant FAQs • Identify statistics to quote 	<ul style="list-style-type: none"> • Create a comparison table • Get the comparison table turned into a nice graphic/visual • Add a supporting video to YouTube and embed on the page
2			
3			