

# SEO Level 1

Search Engine Optimization (SEO) is a critical marketing skill. Discover the secrets to SEO in this one-day course, through lessons and labs that will help you get started right away. Learn how to get any website listed higher, if not at the absolute top of search engine rankings.

Group classes in NYC and onsite training is available for this course. For more information, email [hello@nobledesktop.com](mailto:hello@nobledesktop.com) or visit: <https://www.nobledesktop.com/classes/seo-workshop>



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## Course Outline

### Class Content

- How search engines work
- Keyword research: What is keyword research and how to do keyword research
- How to do a competitive analysis to find the best keywords
- Keyword research lab
- How to optimize your website (On-page SEO)
- On page SEO lab
- How to rank at the top of Google (Off-page SEO)
- How to acquire backlinks