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Successful SEO and Search Marketing in a Week: Teach Yourself (Teach Yourself: in a Week)

Nick Smith

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Sunday: Understand the functions of the major search engines and what SEO and Search Marketing are and what they do
Monday: Learn about your competition and target audience, and organize your website's structure
Tuesday: Discover the importance of keywords, and how to generate your keyword list and find the best low-cost research tools
Wednesday: Learn how to make changes to the pages on your site to increase the chance of ranking
Thursday: Ensure all of your links are found and indexed by search engines and generate backlinks
Friday: Monitor and manage your progress through tools such as Analytics, Webmaster and shortened URLs
Saturday: Increase your online presence with search marketing

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