Advanced SEO (Search Engine Optimization)

What is SEO?

Getting your website to rank high in Google search results **without paying for ads**.

On-Page SEO:

1. Keyword Research:

Tools:

- Google Keyword Planner (free)
- Ubersuggest (free)
- SEMrush (paid)
- Ahrefs (paid)

Find Keywords:

Main Keyword: "digital marketing course"
└── Long-tail variations:
   ├── "digital marketing course in Nairobi"
   ├── "digital marketing course for beginners"
   ├── "best digital marketing course online"

└── "affordable digital marketing training Kenya"

Keyword Metrics:

- **Search Volume:** How many monthly searches
- **Keyword Difficulty:** How hard to rank (0-100)
- **CPC:** Cost per click if you ran ads

Target:

- Search Volume: 100-10,000/month
- Keyword Difficulty: Under 40 (for new sites)

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2. Title Tags & Meta Descriptions:

Title Tag (55-60 characters):

html

```html
<title>Digital Marketing Course Nairobi | Learn SEO & Social Media</title>
```

Meta Description (150-160 characters):

html

```html
<meta name="description" content="Learn digital marketing in Nairobi. Master SEO, social media,
```

Best Practices:

- Include target keyword
- Make it compelling (people should want to click)
- Unique for every page

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3. Header Tags (H1, H2, H3):

html

```html
<h1>Digital Marketing Course in Nairobi</h1>
  <h2>What You'll Learn</h2>
    <h3>SEO Fundamentals</h3>
    <h3>Social Media Marketing</h3>
  <h2>Course Curriculum</h2>
    <h3>Module 1: Introduction</h3>
    <h3>Module 2: Advanced Tactics</h3>
```

Rules:

- Only ONE H1 per page (main heading)
- Use H2 for main sections
- Use H3 for subsections

- Include keywords naturally

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4. Content Optimization:

Content Length:

- Blog posts: 1,500-2,500 words (comprehensive)
- Product pages: 300-500 words
- Homepage: 500-800 words

Content Quality Checklist:

- ☐ Includes target keyword 3-5 times
- ☐ Uses related keywords (synonyms, variations)
- ☐ Easy to read (short paragraphs, bullets)
- ☐ Includes images with ALT text
- ☐ Links to other pages (internal linking)
- ☐ Answers user questions completely
- ☐ Updated regularly

ALT Text for Images:

html

```html
<img src="digital-marketing-course.jpg"
    alt="Students learning digital marketing in Nairobi classroom">
```

5. URL Structure:

Good URLs: ☐ `yoursite.com/digital-marketing-course` ☐ `yoursite.com/blog/seo-tips-beginners` ☐ `yoursite.com/services/social-media-management`

Bad URLs: ☐ `yoursite.com/page?id=12345` ☐ `yoursite.com/category1/subcategory2/post123` ☐ `yoursite.com/untitled-page`

URL Best Practices:

- Short and descriptive
- Include keyword
- Use hyphens (not underscores)
- Lowercase only
- No special characters

Off-Page SEO:

1. Backlinks (Links from Other Sites):

Why Important: Google sees backlinks as "votes of confidence"

Quality > Quantity:

- 1 link from CNN > 100 links from unknown blogs

How to Get Backlinks:

A. Guest Blogging:

- Write articles for other websites
- Include link back to your site
- Choose relevant, high-authority sites

B. Broken Link Building:

- Find broken links on other sites
- Contact webmaster
- Suggest your content as replacement

C. Create Linkable Assets:

- Infographics
- Original research/surveys
- Comprehensive guides
- Free tools/calculators

D. Business Listings:

- Google My Business
- Yelp
- Industry directories

E. PR & Media Coverage:

- Press releases
- Interviews
- Industry awards

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2. Local SEO (For Local Businesses):

Google My Business:

- Claim and verify listing
- Complete all information
- Add photos (10+)
- Collect reviews
- Post updates weekly

Local Citations:

- Same NAP (Name, Address, Phone) everywhere
- List on directories (Yellow Pages, local directories)

Local Keywords:

- "restaurant in Westlands"
- "plumber near me"
- "digital marketing Nairobi"

Technical SEO:

1. Site Speed:

- Load in under 3 seconds
- Optimize images (compress, WebP format)
- Use caching
- Minimize code

Tools:

- Google PageSpeed Insights
- GTmetrix

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2. Mobile-Friendly:

- Responsive design
- Easy to tap buttons
- Readable text without zooming
- Fast mobile loading

Test: Google Mobile-Friendly Test

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3. HTTPS (Security):

- SSL certificate installed
- Shows padlock in browser
- Google ranking factor

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4. XML Sitemap:

xml

yoursite.com/sitemap.xml
```

- Submit to Google Search Console
- Lists all pages on your site
- Helps Google crawl faster

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**5. Robots.txt:**
```

yoursite.com/robots.txt
```

- Tells search engines which pages to crawl


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## **Module 2: Google Ads Mastery**


### **Google Ads Campaign Types:**


**1. Search Ads (Text Ads):**
- Appear on Google search results
- Pay only when clicked (PPC)
- Target specific keywords


**Example:**
```
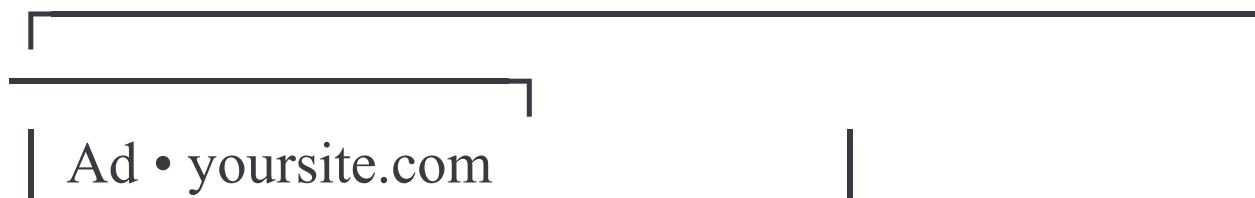
Your Ad →

Ad • yoursite.com

```
| Digital Marketing Course - Enroll Today |
| Learn SEO, Social Media & Google Ads    |
| Job-Ready Skills in 3 Months. KSh 5,000 |
```

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2. Display Ads (Banner Ads):
- Image/video ads on websites
- Google Display Network (millions of sites)
- Great for brand awareness

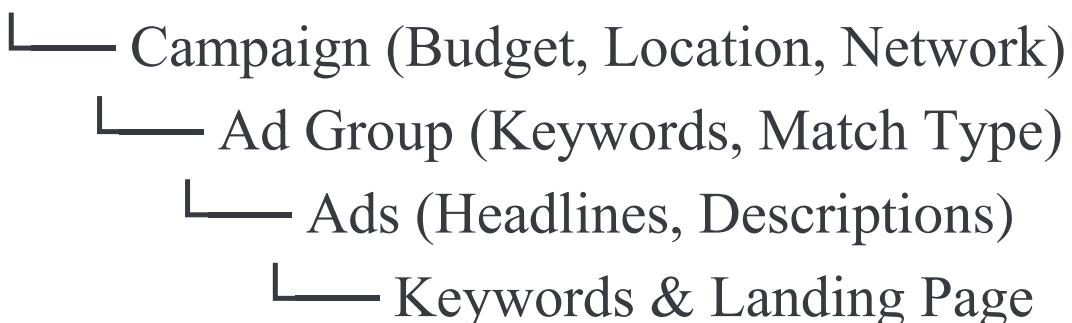**3. Shopping Ads (E-commerce):**
- Product images, prices
- Appear on Google Shopping
- Direct to product page

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4. Video Ads (YouTube):
- In-stream ads (before/during videos)
- Discovery ads (in search results)
- Bumper ads (6-second non-skippable)

Google Ads Account Structure:
```
Account
    └── Campaign (Budget, Location, Network)
        └── Ad Group (Keywords, Match Type)
            └── Ads (Headlines, Descriptions)
                └── Keywords & Landing Page
```

Keyword Match Types:

1. Broad Match:
```

Keyword: digital marketing

Triggers: "online marketing", "internet advertising", "social media marketing"
```

- Most reach, least control
- Good for discovery

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2. Phrase Match:
```

Keyword: "digital marketing course"

Triggers: "best digital marketing course", "digital marketing course online"

Won't trigger: "course on digital marketing" (word order matters)
```

- Medium reach, medium control

---

3. Exact Match:
```

Keyword: [digital marketing course]
Triggers: Only "digital marketing course"
```

- Least reach, most control
- Highest relevance

---

4. Negative Keywords:
```

-free (exclude "free digital marketing course")
-jobs (exclude "digital marketing jobs")
```

- Prevent wasted spend

Writing High-Converting Google Ads:

Ad Components:
```

Headline 1 (30 chars): Digital Marketing Course

Headline 2 (30 chars): Learn SEO & Social Media

Headline 3 (30 chars): Job-Ready in 3 Months

Description 1 (90 chars): Master digital marketing with hands-on training. 100% practical skills.

Description 2 (90 chars): Enroll today for KSh 5,000. Flexible schedule. Expert instructors. Start now!

Display URL: yoursite.com/courses

Final URL: https://yoursite.com/digital-marketing-course
```

Best Practices:

- Include keyword in headline
- Highlight unique benefits
- Add call-to-action (Enroll, Buy, Get, Start)
- Use numbers (KSh 5,000, 3 months, 100%)
- Test multiple variations

Bidding Strategies:

Manual CPC:
- You set max cost per click
- Full control
- Good for beginners

Maximize Clicks:
- Google gets you most clicks within budget
- Good for traffic

Target CPA (Cost Per Acquisition):

- Set target cost per conversion
- Google optimizes
- Need conversion tracking

ROAS (Return on Ad Spend):

- Target specific return
- Best for e-commerce

Quality Score (1-10):

Affects:
- Ad position
- Cost per click

Factors:
1. **Expected CTR:** Historical click rate
2. **Ad Relevance:** How well ad matches keyword

3. **Landing Page Experience:** Is page useful, fast, relevant?

How to Improve:
- Use keyword in ad copy
- Ensure landing page matches ad
- Improve page speed
- Add clear CTA

Conversion Tracking:

What to Track:
- Purchases
- Form submissions
- Phone calls
- Downloads
- Sign-ups

Setup:

1. Install Google Ads conversion tag on website
2. Set conversion value (e.g., sale value)
3. Track which keywords drive conversions
4. Optimize campaigns based on data

Module 3: Email Marketing Automation

Why Email Marketing?

ROI: $42 return for every $1 spent (average)

Owns the Audience: Unlike social media, you control the list

Building Your Email List:

Lead Magnets (Free Offer in Exchange for Email):

- PDF guide/ebook

- Checklist

- Template

- Webinar

- Discount code

- Free trial

- Quiz results

Example:
```

☐ Free Download:

"10 Social Media Templates to 10X Your Engagement"

[Email Field] [Get Free Templates]
```

Where to Place Opt-In Forms:

- Website header

- Popup (exit-intent)
- Blog post sidebar
- End of blog posts
- Footer
- Dedicated landing page

Email Types:

1. Welcome Series (Automation):
```

Email 1 (Immediately): Welcome + deliver lead magnet
Email 2 (Day 2): Introduce yourself/brand story
Email 3 (Day 4): Share best content/resources
Email 4 (Day 7): Soft pitch your product/service
Email 5 (Day 10): Case study/testimonial
```

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2. Newsletter (Regular):
- Weekly or monthly
- Mix of content, tips, updates
- 80% value, 20% promotion

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3. Promotional (Campaigns):
- Product launch
- Sales/discounts
- Limited-time offers

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4. Transactional:
- Order confirmations
- Shipping updates
- Receipts
- Password resets

Email Copywriting:

Subject Line (30-50 characters):
```

□ "Your free guide is ready □"

□ "Sarah, don't miss this (50% off)"

□ "5 mistakes killing your Instagram growth"

□ "Last chance: Sale ends tonight"
```


Tips:
- Personalize (use first name)
- Create urgency
- Ask questions
- Use numbers
- Avoid spam words (FREE!!!, ACT NOW!!!)

Email Body Structure:
```

Hi [First Name],

[Personal opening / story / question]

[Main content - value/benefit]

[Social proof / testimonial]

[Clear CTA button]

[P.S. - Restate offer or add urgency]

Best,
[Your Name]
```

Email Marketing Tools:

Platforms:
- **Mailchimp** (Free up to 500 subscribers)
- **ConvertKit** (For creators)
- **ActiveCampaign** (Advanced automation)
- **SendinBlue** (Free up to 300 emails/day)

Features:
- Drag-and-drop editor
- Automation workflows
- Segmentation
- A/B testing
- Analytics

Automation Workflows:

Example: Abandoned Cart Sequence (E-commerce)
```

Trigger: User adds to cart but doesn't buy
 ↓
Email 1 (1 hour later): "You left items in your cart"
 ↓
Email 2 (24 hours): "Still interested? Here's 10% off"
 ↓
Email 3 (3 days): "Last chance! Your cart expires soon"
```

Example: Course Launch Sequence:
```

Week 1: Tease new course coming
Week 2: Share behind-the-scenes

Week 3: Early bird waitlist opens

Week 4: Official launch (3-day sale)

Week 5: Last chance email

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**Segmentation:**

**Divide List Based On:**

- Purchase history (buyers vs non-buyers)
- Engagement (active vs inactive)
- Interests (which content they clicked)
- Location
- Behavior (downloaded specific lead magnet)

**Why?**

- Send relevant content
- Higher open rates
- More conversions

**Example:**

- Segment 1: Bought basic course → Upsell advanced course
- Segment 2: Downloaded SEO guide → Send more