**Beginner SEO Video/Tutorial Ideas:**

* **SEO Fundamentals:**
  + What is SEO and why it matters?
  + How search engines work
  + The difference between organic and paid search
  + Key SEO terms and concepts (keywords, backlinks, ranking, etc.)
* **Keyword Research:**
  + Introduction to keyword research tools (free and paid)
  + How to find relevant keywords for your niche
  + Long-tail vs. short-tail keywords
  + Understanding search intent
* **On-Page SEO:**
  + Optimizing title tags and meta descriptions
  + Creating SEO-friendly content
  + Using header tags (H1, H2, etc.)
  + Image optimization
  + Internal linking strategies
* **Technical SEO (Simplified):**
  + Website speed optimization basics
  + Mobile-friendliness
  + Basic understanding of sitemaps and robots.txt
* **Building Backlinks:**
  + What are backlinks and why they're important
  + Beginner-friendly link-building strategies (guest posting, directory listings)
  + Understanding anchor text
* **Measuring SEO Success:**
  + Introduction to Google Analytics and Google Search Console
  + How to track website traffic and keyword rankings

**Business SEO Video/Tutorial Ideas:**

* **Advanced Keyword Research:**
  + Competitive analysis and keyword gap analysis
  + Using keyword research for content planning and strategy
  + Local SEO keyword targeting
* **Content Strategy for SEO:**
  + Creating a content calendar
  + Types of content that rank well (blog posts, guides, infographics)
  + Building topic clusters and pillar pages
* **Technical SEO (In-Depth):**
  + Site architecture and crawlability
  + Schema markup and structured data
  + Dealing with duplicate content
  + Fixing crawl errors and broken links
  + Core Web Vitals optimization
* **Advanced Link Building:**
  + Developing a comprehensive link-building strategy
  + Outreach and relationship building with other websites
  + Identifying high-quality link opportunities
* **Ecommerce SEO:**
  + Optimizing product pages and category pages
  + Improving site search functionality
  + Using SEO for driving sales and conversions
* **International SEO:**
  + Hreflang tags and targeting multiple languages
  + Considerations for expanding into different markets
* **Measuring and Reporting on SEO:**
  + Setting up custom reports in Google Analytics and Google Search Console
  + Tracking ROI from SEO efforts
  + Using SEO data to inform business decisions