



# SEO Academy

with



## Want to build a growth engine for your business?

Then we've tailored a **6-week SEO course** for you!

Search engine optimization has never been more important for growth and finding new customers than it is today. We will teach you how to **increase organic traffic** to your website with the help of SEO.

We've gathered best practices from our 900+ customers and created a 6-week program to help you **succeed with SEO** - even if you've never done it before!

All you need is your company website, a computer and a few hours a week.

You also get free access to the Morningscore tool **for 6 weeks** as part of the course.

After the course, you will receive an official Morningscore **certificate** of completion.

Buy access to the course for only **269€** (excl. VAT)

### Lesson 1

- Introduction
- The three pillars of SEO
- Keyword Analysis
- Competitor Analysis

Tuesday, May 14th 10-11AM

### Lesson 2

- On-page: Technicals
- Key elements in SEO
- Health Analysis
- Structure your effort

Tuesday, May 21st 10-11AM

### Lesson 3

- Open air / Your questions
- We solve your problems
- We review selected ones
- A secret guest

Tuesday, May 28th 10-11AM

### Lesson 4

- Link Building
- Internal Links
- Content Clusters
- Backlinks

Tuesday, June 4th 10-11AM

### Lesson 5

- Develop an SEO strategy
- Next steps to SEO success
- Questions and help
- Certification

Tuesday, June 11th 10-11AM