

# TRW SEO Module

## Introduction

- Intro
- Cowboys and Indians: A Toxic Industry
- But isn't SEO dead?
- Traps to avoid
- Skills required
- Ranking factors
- Technical vs on-page vs off-page
- Keyword Research
- Competitive analysis
- Build processes or die

## Client acquisition and management

- PPC vs SEO ROI
- Finding your clients
- Outreach strategies
- Onboarding clients
- Expectation management
- Pricing SEO Campaigns
- Profit share agreements
- Relationships Matter!
- Direct expenses
- Do what you can, subcontract the rest
- Reporting

## Technical SEO

- Page speed optimisation
- Image Optimisation
- Code minification
- Schema data
- Site structure
- Robots.txt
- Htaccess
- Content Delivery Networks
- DNS management
- Technical issues: seek and destroy

## On-Page SEO

- Readability and formatting
- Accessibility
- Responsiveness
- Keyword optimisation
- Internal linking
- Images and alt tags

## Off-Page SEO

- Link Building & Backlinks
- Disavow Report
- Social signals
- Reputation management
- Citations

## Black Hat Tactics

- CTR Hacking
- Fake reviews
- Fake Business Profiles
- Social signals