Mastering SEO: Fundamentals

Your step by step learning journey to success...

We estimate you will need between 40-50 hours to complete* this SEO course.

*Estimated times



1 Hour*

Find all of the information you'll need about your course here.



6th Oct. 2023. 09:00-10:00

Meet your tutor and other learners on the course and get ready to learn.



2 Hours*

Reflect on and articulate the value of SEO Capability 4 Skill

Skill

Capability 3

Apply Hallam's four pillar SEO model and experience the use of SEO frameworks.

Live **Progress** Check-in

Knowledge

Capability 1 Knowledge



Discover different SEO models and develop your own insights into

the future of SEO.

3 Hours*

2 Hours*

13th Oct. 2023 Time TBC

Take the opportunity to meet your tutor and receive tips and advice to support your progress. 1.5 Hours*

Capability 2

See how and why SEO is critical for a successful business and develop your arguments for SEO.

3 Hours*

Get an introduction to SEO principles and ideas and build essential SEO knowledge.



27th Oct. 2023 09:00-10:30

Find out about the course Task, what you will need to generate, and collaborate with other learners.

Task



Build products and outputs that you can use to evidence your learning in the course assessment.

Live Task Review

10th Nov. 2023 09:00-10:30

Check in with your tutor for feedback on progress with the task and prepare for your course assessment.



Live Wrap-up & Feedback

15th Dec. 2023 09:00-10:00

Receive feedback and reflections from your tutor on how the course has gone.

Assessment & Submission

26th Nov. 2023 12 hours*

Find all the information you need about your course assessment and how to submit it. SUBMISSION DEADLINE 23:00