

SEO For Designers

Course Roadmap

Welcome to SEO for Designers! ✨🎉

You have officially taken the first step and are now an SEO savvy designer in the making. You go girl! 🙌

This doc is here to help you get the most out of your SEO adventure. Use it to help you navigate to the course materials that you care about most.

- **DFY Crew:** This is you if you only want the Done-For-You SEO strategy for your design site and don't really want to learn all the details about how to create an SEO strategy.
- **DIY Crew:** This is you if you want to learn how to DIY SEO for your projects but don't want to sell it as a service.
- **SEO Savvy Pro:** This is you if you want to profit from SEO and add it to your existing services for clients.

It's all in here! Just follow the roadmap suggestions below so you get the most out of this course. If you get stuck along the way, reach out in the Facebook Group at any stage 😊

Breakdown by Each Module

Module 1: SEO Essentials

Busting misconceptions about SEO.

No matter what you're after, you should go through this module as normal so that we get on the same page about what SEO is and what it isn't.

Module 2: An Intro to Keywords

Not all keywords are equal!

As with module 1, everyone should go through this module. It covers important concepts about the different types of keywords and how to use them effectively.

Module 3: Totally Rocking SEO Research

People who use search engines tell us exactly what they want.

In this module, we'll go through how to collect that valuable data so we can create awesome UX and SEO optimized websites.

- **DFY Crew:** You can skip the over-the-shoulder walkthroughs. There is a completed spreadsheet with all the research if you want to use it at any stage.

If you're following along, it may be easier to set up 2 screens for this module and set aside a solid chunk of time as it is the trickiest skill to learn for SEO.

You will also need to set up your preferred SEO tool for the research.

- **DIY Crew:** There are some free tools suggested though you may find that they don't offer the same level of data as paid tools. They also tend to have daily limitations.
- **SEO Savvy Pro:** You will definitely need to use paid tools for client services. There are cheaper alternatives to the ones I demo in the videos if you want to start with a lower price point. Though, they typically have less accurate data, don't offer as much or may restrict your usage limits.

It's up to you how deep you want to go with your research, what level of data is needed and if you want to invest in a tool that will give you that data.

Module 4: Site Structure

Bringing your SEO strategy to life!

This module is the epitome of SEO and UX design being combined together. The SEO concept of creating a site structure ensures the website is suitable for search engines from the get-go.

The UX concept of informational architecture helps with designing the navigational experience so people find the exact content they are after with ease.

- **DFY Crew:** You can skip the over-the-shoulder walkthroughs and go straight to the completed Flowmapp. Each page in the Flowmapp has directions for the SEO side of things. You just need to pick which of the pages relate to you!

If you're following along, you'll be building on the same document from the previous module. This part of the strategy will likely take you the most time. You can opt in for a low-cost automation to help speed things along if you like.

- **DIY Crew:** Same as the last module, this one is super hands-on. You'll be organizing the keywords collected earlier and working them into a completed strategy. This process may take longer than the research as you need to decide what kind of page the keyword makes the most sense on.
- **SEO Savvy Pro:** This part of the process is crucial for setting up rock-solid SEO campaigns for clients. You may choose to opt in for the automated way of doing things if you're working on a few client projects but it's totally up to you!

Module 5: Easy Content & On-Page SEO Secrets

No matter how you're going about doing SEO, you're going to need content. There's just no escaping this fact!

- **DIY Content:** There are a number of tools and resources to help you create SEO friendly content.
- **Outsourced Content:** There are a handful of instruction templates to help you work with a writer so they create awesome SEO optimised content for you.

Module 6: Website Setup & SEO

Let's get technical!

If you're still new at building websites, this module may seem a little technical. It's about the same level of technical as what building a website is.

We're going to look at things like site speed, broken pages and other potential website issues.

Even if you're after the done-for-you SEO option, you will still need to get your hands dirty and do some of the work in this module as it's all about fixing up your site. There is no true DFY option here unless you outsource it all!

Good news is that you can just cherry-pick the issues that affect your site and tackle them one at a time.

Module 7: Where SEO & Design Meet

This module goes through potential areas where your designs and SEO may clash. Everyone should check out the videos here so that you don't fall into the traps most designers do!

Module 8: SEO, Clients and Passive Income

This final module is gold for all SEO Savvy Pros who want to offer SEO services to clients. Every video in this final module helps you set up SEO as a service.

If you're not interested in doing this, you may wish to skip this module altogether. If you're interested to see how your own SEO efforts perform, however, you might like to check out the section on "Auditing, Benchmarking & Reporting on SEO".

That's it! By this point, you will surely be an SEO Savvy Designer with some fancy-schmancy new skills to boot! We hope you enjoy this course 