

Syllabus for Content Marketing Course – IGV Academy

Section 1: INTRODUCTION TO GOOGLE

- Topic 1: Why do we focus on Google?
- Topic 2: How is AI changing search?
- Topic 3: Search Engine 101
- Topic 4: Introduction to Google Trends

Assignment: Research different topics for Digital Marketing and Web Development. Play with Google Trends to identify highest ranking search queries and research related keywords and phrases that would be good for an article.

Section 2: CONTENT WRITING for SEO

- Topic 1: Keywords and Phrases selection
- Topic 2: Header Tags best practices
- Topic 3: The Hemmingway App
- **Assignment:** Go over your Google Trends Report, and your keywords report. Decide on the topic you want to write about. Start with an outline. The go to the Hemmingway App and develop the content of your outline.

Section 3: MAKING CONTENT MORE DYNAMIC

- Topic 1: The Do's and Don'ts of finding images online
- Topic 2: Types of Digital Content
 - Written
 - Images
 - Video
 - Infographic
 - Audio
- Topic 3: Intro to Canva image sizing for different platforms,
- Topic 4: Branding images best practices to help create a cohesive digital footprint.

Assignment: Create 3 types of digital content to go along with your blog. Examples include:

- A quote about your topic from an influencer in the field
- Image the demonstrated the topic
- Infographic with statistics



- Link to a video we can embed that demonstrates the importance of the topic from a non-COMPETITOR site or channel.

Section 4: THE DEVIL IS IN THE DETAILS

- Topic 1: Introduction to Yoast SEO
- Topic 2: Introduction to Meta Tags
- Topic 3: Introduction to Alt Tags
- Topic 4: Blog Excerpts

Assignment: Write your meta tags and image alt tags for your article. Create a compelling excerpt from your content of your blog that would entice a reader to click the link to learn more. We will then upload your blog to the site and walk through all the places we make sure we enter information to complete our first assignment.

Section 5: SHARING YOUR CONTENT

Topic 1: Best Practices for using your content on social media

- Identifying the best platforms to share on
- Targeting the places your customers go

Topic 2: Best Practices for using your content for email marketing

- Plan to support your sales campaigns
- Direct traffic to your calls to action

Topic 3: Next steps for optimizing your content with SEO in mind.