

CODEBOOK Week 7: Action Plan

SELLING STRATEGIES

VIDEOS

Module 4: SEO videos 57 minutes of video content in 10 different videos

ASSIGNMENT

1. Watch the videos.
2. Complete the keyword brainstorming activity for at least 1 product.
3. Sign up for a chance to be reviewed in the announcements

COMMUNITY

INTERACT IN COMMUNITY AND SHARE IDEAS.

4/19 Connecting with Sarah
10 am central

4/22 Connecting with Sarah
7pm central

NOTES:

What is a long tail keyword? Example?

MY PLAN

01

02

03



CODEBOOK MODULE 4 VIDEOS

CHECK OFF THE VIDEOS AS YOU WATCH



- VIDEO 1 INTRODUCTION
- VIDEO 2 WHY SEO IS IMPORTANT?
- VIDEO 3 HOW DOES IT WORK?
- VIDEO 4 USER EXPERIENCE
- VIDEO 5 WHAT IS A KEYWORD?
- VIDEO 6 KEYWORD TERMS
- VIDEO 7 LONG TAIL KEYWORDS
- VIDEO 8 BRAINSTORM
- VIDEO 9 REFINE SEARCH TERMS
- VIDEO 10 OTHER FACTORS

CODEBOOK Week 8: Action Plan

SELLING STRATEGIES

VIDEOS

Bonuses released!
Catch up! And
Congratulate
yourself on all
you've
accomplished!

ASSIGNMENT

Watch all the reviews
and brainstorms that
will be happening this
week.

Fill out golden grit form
in announcements.

COMMUNITY

Please double check the calendar pinned as an
announcement in the group. There is something
going on every day or night this week! Replays of
these things will be in the guides in the group.

What are you most proud of yourself for during the Codebook?

MY PLAN

01

_____	_____
-------	-------

02

_____	_____
-------	-------

03

_____	_____
-------	-------