

Search Engine Optimization for Associations

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501
— SEM



Associations Need SEO Skills

When your audience has a question, they turn first to a search engine to find the answer. Research shows that over 90% of online experience begins with a search engine, like Google or Bing.

While associations offer high-quality content for members and the public, that information may not reach their audiences because it doesn't appear in search engine results! Offering world-class content is only part of the battle – associations must ensure their content can be discovered by people using the popular search engines.

Associations rarely possess the tools, skills, and resources to compete with for-profit organizations that have staff devoted solely to ensuring voluminous traffic from search engines.

This on-demand Search Engine Optimization for Associations certificate course prepares you and your association with the skills and plans you need to improve your search engine performance and qualified traffic to your website.

You will learn everything from how to conduct keyword research, to optimizing on-page content, to expanding reach and authority. Plus, you'll discover all the tips you need to make your association site work better with search engines.

Buckle up and get ready to drive more traffic to your association's website!

What You Will Learn

Course Description

This course is an overview on the successful practices to optimize valuable association content so it can be discovered and shared by search engines. Class will include hands-on examples and quizzes.

Students will learn the nuts and bolts of SEO for a strong foundational understand. They will be prepared to lead the SEO charge in their association or hold outside agencies responsible for implementation.

Students earn one CAE credit for each class they complete.

Learning Outcomes

At graduation, you will be able to:

- Conduct proper keyword research to develop a content plan
- Write powerful content that satisfies search engines
- Build authority through expanded online reach
- Optimize on-page attributes to appear in more searches
- Understand the technical configurations that impact search
- Manage relationships with outside search agencies
- Make SEO a key component of your digital strategy

Who This Course is For

If your association creates content that serves the profession, the members, or the public, and isn't as visible as it should be, this course is right for you. Lessons are designed to provide executives a high-level understanding to manage their teams and agencies and provide tacticians with the tools they need to be successful optimizing for search.



Marketing Leaders

Marketing leaders who are responsible for making the most out of each channel for their content.



Marketing Tacticians

Marketing managers, specialists, and coordinators who want to drive the best results on the content they plan and create.



Content Writers

Member and staff content writers whose goal is to create content with wide appeal and broad reach.

Your Instructor

Tom Felgar is the Co-Founder and Head of Paid & Organic Search at 501SEM. He has over a decade of experience as a marketing leader at associations, financial institutions, and professional sports organizations.

As a marketer at the American Bar Association, Tom was responsible for member retention and product marketing during the years when the association experienced record-setting membership performance.

Tom has applied paid and organic search marketing to drive results for organizations ranging from associations with limited resources to organizations with over a billion dollars in revenue.

In Tom's leadership role at 501SEM, he is focused on bringing the tips and tricks of commercial organizations to the association and non-profit industry.



Instructor
Tom Felgar



**Association
Academy**

by **RICOCHET**

Course Details

Grades and Certificate

The course is available only on-demand and includes quizzes and/or assignments after each class. Students are permitted retakes as necessary to pass each quiz and earn one CAE credit for each class they complete.

Upon completion of the course, you will receive your certificate.

Course Term and Guarantee

Classes are available to be completed at your convenience.

We protect your purchase with a money-back guarantee through the end of the second class. If you're not satisfied after completing the second class, notify us for a full refund.

Course Benefits

In addition to the SEO for Associations Certificate, students also earn up to 5 CAE credits. Graduates enjoy additional course benefits that grow their private peer network and publicly demonstrate mastery of membership practices.

Enjoy these benefits



Fully on-demand – take anytime, anywhere



5 CAE credits



Private networking LinkedIn Group access



Printable certificate suitable for framing

Course Syllabus

Class 1 Introduction to SEO	Demystify preconceived notions of SEO. Take the practice from a nebulous term to an actionable part of digital strategy.	• Introductions and orientation • History of SEO and how it has shaped present-day search algorithms • Introduction to the three types of SEO • The role of SEO for associations
Class 2 On-Page Optimization	Start with this simple way for marketers to begin their journey for SEO optimization. Learn the keys to ensuring your quality content ranks well on search engines.	• Introduction to on-page SEO fundamentals • Conducting keyword research using free and paid software tools • Optimizing title tags and meta descriptions • Creating content optimized for search • Building a good on-page user experience
Class 3 Off-Page Optimization	Understand how to send signals to search engines that your content is worth reading.	• Introduction to off-page SEO fundamentals • Building quality backlinks to increase domain authority • Optimizing brand signals and E-A-T • Press releases, interviews, and other ways to build authority
Class 4 Technical SEO	Revise your site structure, speed, and backend files to move your organization up in search engine results.	• Introduction to technical SEO fundamentals • Optimizing site structure and navigation • Increasing site speed, mobile optimization, and page performance • How search engines crawl and index sites
Class 5 Implementing Your SEO Strategy	Take what you've learned and apply it to your organization. Apply tools and actionable insights to continue your SEO journey.	• Creating a content calendar • Conducting an SEO Audit • Tools for SEO • Reporting and data analysis for SEO • Managing SEO agency relationships

Exclusive Discounts

The Association Academy is thankful to our sponsors who are providing discounts for this course. Note that all sponsor discounts are for new customers only and other restrictions may apply.



Students that are new customers save 50% on an SEO/PPC assessment and strategy session.

Course Tuition

Course tuition for one student from
an organization

\$299

Contact us at learn@assnacademy.com
for scholarship information.

Sample Tuition Approval Request

Pursuing professional education is a powerful investment for you and your organization. We are happy to share this example approval request letter for inspiration.

Dear <Supervisor Name>,

I wish to improve our digital marketing effectiveness by attending the SEO for Associations certificate course.

This on-demand course is a rare opportunity to learn association-specific SEO techniques in important areas to help our content to be found in search engines, including:

- On-Page SEO
- Keyword Research
- Content Planning
- Building Authority for our Association
- Key Technical Components for SEO
- Reporting and Analytics
- Strategy and Resources
- Managing members and agencies who are creating content

I am requesting your approval for reimbursement of the course tuition of \$299 and permission to attend the five hours of on-demand lectures and course required to complete the course.

After finishing this course, I will provide a copy of my certificate which confirms successful completion.

Sincerely,

<Your Name >