

Quick-Start Guide 

Search Engine Optimization Certification

*30-day Fast Track and Program
Curriculum*

Welcome to the Boot Camp Digital SEO Certification Program.

This certification is designed to provide you the knowledge you need to build and execute a SEO plan and master advanced techniques to optimize your success online. To complete the SEO Certification, follow the steps below.



STEP 1 – Complete Coursework

The following courses are provided in order to prepare the student for the SEO Test and Assignment. You don't have to complete all of the courses to get certified. The courses will prepare you for the test, but you can skip content you already know: **SEO Training, Websites, Google Analytics, and Copywriting for Search.**



STEP 2 – Pass SEO Test

A single 40 question, cumulative test is required in order to assess your knowledge in Search Engine Optimization. Questions will be taken from the four courses listed above. A score of 70% or above is required to obtain your certification. If necessary, the quiz may be taken multiple times.



STEP 3 – Submit Assignment

Your SEO Action Planner will need to be submitted for review. **Download your Action Planner now and fill it in as you go through your training.** The SEO Action Planner does not need to be 100% complete – some sections may not apply to your business. Aim to complete about 70 – 80% of it based on what is relevant for your business case.



STEP 4 – Display Your Certification

Display your credentials on your website, resume, LinkedIn and other social networks.



Before You Do Anything Else!

Download your SEO Action Planner

From your homepage, click the SEO Certification Instructions icon below My Courses. At top of instructions page, click to download Action Planner.



Use the Action Planner as a guide and fill-in your business strategy as you progress through the courses. **Submission of your Action Planner is required for certification.**

Review Courses

You do not have to complete all of the courses to get certified. The courses will prepare you for the test, but you can skip content you already know. A quiz is available at the end of every course lesson so you can test your knowledge before moving on to more complex material. These quizzes are not required for Certification.



Websites



Copywriting for Search



SEO Training



Google Analytics

Final Requirements

Pass SEO Test

The final 40-question cumulative test is found in your Certification instructions on your homepage. A score of 70% or above is required to move on to the final step.

Submit Your Action Planner

Upload your final Action Planner by following the prompts in your Certification instructions on your homepage.



30-Days to Search Engine Optimization Certification

Fast-track your success and earn your SEO Certification in less than 30-days.



*Power Tip: Before you begin, download your **SEO Action Planner** by clicking the Certification Requirements icon from your Boot Camp Institute homepage.*

The Action Planner does not need to be 100% complete – some sections may not apply to your business. Aim to complete about 70 – 80% of it based on what is relevant for your business case.

Use the Action Planner as a guide and fill-in your business strategy as you progress through the courses. Submission of your Action Planner is required for certification.

Steps to Certification:



STEP 1
Complete Courses



STEP 2
Pass Final Assessment



STEP 3
Submit Assignment



STEP 4
Display Your Certification



Speak with your trainers! Take advantage of our 1:1 office hours and sign up to speak with your trainer. Discuss any questions you have about the curriculum or how you're applying it to your work.

1-Month Overview

Get certified in one month – with about one hour a day, five days a week.

TOTAL VIDEO TIME:

23 HOURS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1 Download Action Planner	 Websites Level 100 ⌚ 1hr 10mins	 Websites Level 200 ⌚ 1hr	 Websites Level 200 ⌚ 1hr 10mins	 Websites Level 300 ⌚ 1hr	 Websites Level 300 ⌚ 1hr	Weekly Total Time: ⌚ 5hrs 10mins
WEEK 2	 Websites Level 300 ⌚ 40mins	 Websites Level 400 ⌚ 1hr	 Websites Level 400 ⌚ 1hr 15mins	 SEO Training Level 100 & Level 200 ⌚ 1hr 40 mins	 SEO Training Level 300 ⌚ 1hr	Weekly Total Time: ⌚ 5hrs 35mins
WEEK 3	 SEO Training Level 300 ⌚ 1hr	 SEO Training Level 300 ⌚ 1hr 10mins	 SEO Training Level 400 ⌚ 1hr	 Copywriting for Search Level 100 & Level 200 ⌚ 1hr	 Copywriting for Search Level 300 & Level 400 ⌚ 2hrs 10min	Weekly Total Time: ⌚ 6hrs 20mins
WEEK 4	 Google Analytics Level 100 & Level 200 ⌚ 1hr 30mins	 Google Analytics Level 300 ⌚ 1hr 15mins	 Google Analytics Level 400 ⌚ 1hr	 Google Analytics Level 400 ⌚ 1hr	 Google Analytics Level 400 ⌚ 30mins	 Pass Final Exam & Upload Action Planner Weekly Total Time: ⌚ 6hrs 30mins



Power Tip: You don't have to complete all of the courses to get certified. The courses will prepare you for the test, but you can skip content you already know.

1-Month Agenda

WEEK 1

Day 1 – Websites Level 100

- Websites Quiz 100

Day 2 – Websites Level 200

Day 3 – Websites Level 200 *continued*

- Websites Quiz 200

Day 4 – Websites Level 300

Day 5 – Websites Level 300 *continued*

WEEK 2

Day 6 – Websites Level 300 *continued*

- Websites Quiz 300

Day 7 – Websites Level 400

Day 8 – Websites Level 400 *continued*

- Websites Quiz 400

Day 9 – SEO Training Level 100 & Level 200

- SEO Training Quiz 100
- SEO Training Quiz 200
- **Action Planner: Page 3-4 (Steps 1 & 2)**

Day 10 – SEO Training Level 300

WEEK 3

Day 11 – SEO Training Level 300 *continued*

Day 12 – SEO Training Level 300 *continued*

- SEO Training Quiz 300
- **Action Planner: Page 5 (Step 3)**

Day 13 – SEO Training Level 400

- SEO Training Quiz 400
- **Action Planner: Page 6-8 (Steps 4 & 5)**

Day 14 – Copywriting for Search Level 100 & Level 200

- Copywriting for Search Quiz 100
- Copywriting for Search Quiz 200

Day 15 – Copywriting for Search 300 & Level 400

- Copywriting for Search Quiz 300
- Copywriting for Search Quiz 400



WEEK 4

Day 16 – Google Analytics Level 100 & Level 200

- Google Analytics Quiz 100
- Google Analytics Quiz 200

Day 17 – Google Analytics Level 300

- Google Analytics Quiz 300

Day 18 – Google Analytics Level 400

Day 19 – Google Analytics Level 400 *continued*

Day 20 – Google Analytics Level 400 *continued*

- Google Analytics Quiz 400

Day 21 – Take final test & upload Action Planner for review*

*Allow for up to 1 week review of your Action Planner. You will be notified by email of your approved accreditation.