

100 - General Principles

01 - Introduction	2:14
02 - Why is Content Optimization so Important?	5:01
03 - Content Optimization: General Principles	2:00
04 - General Principles - Keep it Short	8:26
05 - General Principles - Bite-sized Messages	7:29
06 - General Principles - Well-organized	7:48
07 - General Principles - Grab Attention Early	6:06
08 - General Principles - Clear Call to Action	9:22

Total Topics = 8

Total Time = 48:26

200 - Optimizing Content for Facebook

09 - Optimizing Content for Facebook Introduction	2:33
10 - Anatomy of a Post	2:36
11 - Text	11:36
12 - Images	10:58
13 - Video	7:12
14 - Video Story Arc	7:04
15 - Optimizing Content for Facebook Case Study: Whole Foods	28:36
16 - Optimizing Content for Facebook Case Study: Dennis Yu	3:35
17 - Optimizing Content for Facebook Case Study: Silk	17:18
18 - Optimizing Content for Facebook Case Study: Miller Ferry	17:52
19 - Optimizing Content for Facebook Case Study: Accenture	12:04
20 - Optimizing Content for Facebook Case Study: Purina	13:44

Total Topics = 12

Total Time = 2:15:08

300 - Optimizing Content for YouTube

21 - Optimizing Content for YouTube Ads: Introduction	2:35
22 - Core Principles for You Ads Success	7:22
23 - Optimizing Content for YouTube Ads Case Study: Samsung India Service	10:19
24 - Optimizing Content for YouTube Ads Case Study: Geico	3:51
25 - Optimizing Content for YouTube Ads Case Study: Christian Dior	3:23
26 - Optimizing Content for YouTube Ads Case Study: Mr. Clean	3:17
27 - Optimizing Content for YouTube: Introduction	12:41
28 - Video Production Tips	10:01
29 - Video Structure	4:36
30 - Video Style	5:56
31 - Optimize Videos For Search	9:20
32 - Choosing the Right Keywords	5:30
33 - Finding Keywords with Keywords Tool	5:12
34 - Finding Keywords with Keyword Keg	2:46
35 - Finding Keywords with Keywords Everywhere	4:18

36 - Case Study: Sara K Makeup Tutorial	5:01
37 - Case Study: Christen Dominique Makeup Tutorial	5:28
38 - Case Study: Makeup by Myrna	3:36
39 - Case Study: Kylie Rae Unboxing	5:44
40 - Case Study: The Law Simplified	7:44
41 - Case Study: Project Management	4:23
42 - Case Study: Marie Forleo	4:31
43 - Case Study: Downlite Bedding	3:29
44 - Case Study: Entrepreneur Magazine	4:24

Total Topics = 24

Total Time = 2:15:27

400 - Display Ads, Websites, Landing Pages, and Testing

45 - Optimizing Content for Display Ads: Introduction	6:07
46 - Optimizing Content for Display Ads: Ad Comparison Examples	9:03
47 - Optimizing Content for Display Ads: Why is Ad Optimization Important?	12:24
48 - Optimizing Content for Websites: Introduction	9:14
49 - Optimizing Content for Websites: Optimization in Use	8:24
50 - Optimizing Content for Landing Pages: Introduction	7:42
51 - Optimizing Content for Landing Pages: Case Study - LiveChat Services vs FreshChat	4:06
52 - Optimizing Content for Landing Pages: Case Study - Enfamil vs. Similac	7:08
53 - The Importance of Testing Content	4:49
54 - Types of Content Testing	8:59
55 - Content Testing: Case Study - Tide	2:45
56 - Content Testing: Checklist	3:47

Total Topics = 12

Total Time = 1:24:28

BONUS! Optimization Tool Reviews

Match Your Business Needs to the Right Software with **G2Crowd** and **Google Trends**

Resources:

Content Marketing Best Practices Checklist
Creating Great Content Checklist
YouTube Optimization Checklist
Video Optimization Quick-Start Guide

Course Total Topics = 56
Course Total Time = 6:43:29