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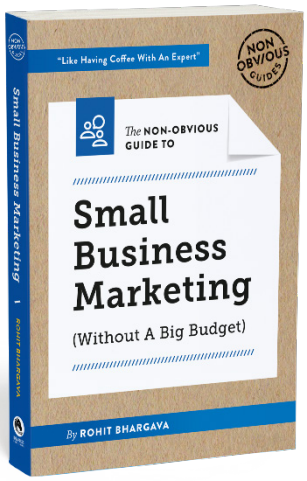
USE WITH SECTION **13.3**

Advice and Tools To Improve Your Search Marketing



NOTE – Many of the top advice and training sites on SEO run by experts who have built a large audience and offer a combination of free and paid advice on their site. Those sites as well as several tools and third party software platforms for those businesses more advanced in their search marketing needs are all curated below.

1. MOZ by Rand Fishkin (www.moz.com)
Where to start - https://moz.com/beginners-guide-to-seo

2. SEARCH ENGINE JOURNAL (www.searchenginejournal.com)
Where to start - https://www.searchenginejournal.com/seo-guide/

3. DIGITAL MARKETER by Ryan Deiss (www.digitalmarketer.com)
Where to start - https://www.digitalmarketer.com/digital-marketing/search-marketing-strategy/

4. NEIL PATEL DIGITAL by Neil Patel (www.neilpatel.com)
Where to start - https://neilpatel.com/what-is-seo/

5. SEARCH ENGINE WATCH (www.searchenginewatch.com)
Where to start - https://searchenginewatch.com/white-papers/seo-essentials-for-small-business-owners/

6. SEARCH ENGINE LAND (www.searchengineland.com)
Where to start - https://searchengineland.com/guide/seo

7. SEARCH METRICS (www.searchmetrics.com)
Where to start – https://www.searchmetrics.com/knowledge-base/ranking-factors-niches/

8. YOAST (www.yoast.com)
Where to start - https://yoast.com/must-reads-for-website-seo/

9. SEMRUSH (www.semrush.com)
Where to start - https://www.semrush.com/academy/

10. UNAMO (www.unamo.com)
Where to start - https://unamo.com/university

Is this list missing something?

These resources are continually updated. To make suggestions for us to add to the next edition, let Rohit know by emailing rohit@nonobviouscompany.com!