**Yale SEO Training Videos**

Links, Descriptions and Who Should Watch

|  |  |
| --- | --- |
| **Video 1**  <https://youtu.be/kHyGT2syCyM> | **Content Marketing Best Practices –** Mainly covering stories/articles rather than “web pages,” but logic applies. Headlines and subheads how-to. Keyword research how-to. **RECOMMENDED FOR:** All writers, web developers, accounts and sales people. |
| **Video 2**  <https://youtu.be/uV6u23Ggtuo> | **White Hat Writing & Writing Best Practices –** How to improve SEO on articles. Technical SEO. Sample keyword research. White Hat writing.  **RECOMMENDED FOR:** All writers, web developers, accounts and sales people. |
| **Video 3**  <https://youtu.be/oWBDGIu9jTs> | **Writing Optimization & Page Speed –** Readability, readability tips. Passive voice. Readability tools. Review of existing articles.  **RECOMMENDED FOR:** All writers, accounts and sales people. |
| **Video 4:**  <https://youtu.be/EFA2hXKoOSc> | **Yale Article Review –** SEO checklist. SEO video checklist. Most time spent reviewing Yale articles.  **RECOMMENDED FOR:** All writers, web developers, accounts and sales people. |
| **Video 5**  <https://youtu.be/CZSCz3Z7QSA> | **Other Content Opportunities & Wrap-Up –** 3 Types of SEO. Link-building, backlinks. Guest posting. How to get press.  **RECOMMENDED FOR:** All writers, accounts and sales people. |