**Yale SEO Training Videos**

Links, Descriptions and Who Should Watch

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| **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. |