



## Video Index

This course is broken into four major categories:

- Section 1: Theory**
- Section 2: Traditional Media**
- Section 3: Website Design**
- Section 4: Filling the Sales Funnel**

Behind each video title you see a number.  
That number corresponds with the lecture numbers below.

Subject	Lecture	Time
A/B Test - Definition	3.13 Website Analytics	7:08
A/B Test - Split Test	3.13 Website Analytics	7:24
About Us - Example	3.5 The About Us Page	2:10
About Us Page - Why?	3.5 The About Us Page	1:36
AdRoll - Remarketing Website	4.3 Online Advertising	3:25
Ahrefs SEO - Website	3.8 OffSite SEO	5:10
Alt Tag - Photos	3.14 Tags & Mark-up	6:23
Analytics - Adding People	3.13 Website Analytics	12:06
Analytics - Definition	3.13 Website Analytics	0:48
Analytics - Google	3.13 Website Analytics	1:35
Autoresponder - Email	4.2 Email	6:52
Backlinks - Definition	3.8 OffSite SEO	0:38
Backlinks - Obtaining	3.7 Local SEO	10:46
Backlinks - Quality	3.8 OffSite SEO	8:30
Banner Advertising	4.3 Online Advertising	6:30
Benefit	1.2 The Product Benefit	0:35
Billboards	2.4 Billboards	0:36
Blog - Purchase Article	3.12 The Death of SEO	5:51
BNI - Business Club	4.5 Networking & Face to Face	3:52
Brand Evangelists - Definition	4.1 The Sales Funnel	4:26
Branding - Definition	1.6 Branding	0:26
Branding - Example	1.6 Branding	2:33
Business Listing - Google	3.7 Local SEO	2:39
Buy Sell ads.com - Website	4.3 Online Advertising	6:42
Cararra 3D - Software	3.17 Software	11:04
Chillidog Hosting	3.9 Hosting	1:51
Churn - Definition	4.1 The Sales Funnel	1:45
Citation - Definition	3.7 Local SEO	1:01
Citation - Problem	3.7 Local SEO	1:56
CloudFlair - Hosting	3.9 Hosting	5:16
Colors in Marketing	1.4 Colors in Marketing	0:50
colourlovers.com - website	1.4 Colors in Marketing	4:41
Cpanel - Hosting Software	3.9 Hosting	2:19
Credibility Statement	1.5 The Credibility Statement	0:30
Credibility Statement	1.5 The Credibility Statement	3:17
Credibility Statement - Facebook	1.5 The Credibility Statement	2:36
CVB - Visitors Bureau	4.5 Networking & Face to Face	5:25
Description - Tag	3.14 Tags & Mark-up	1:30
Domain Name - Choosing	3.16 Domain Name	1:25
Domain Names - Suggestions	3.16 Domain Name	3:17
Email	1.1 Spaced Repetition	4:33
Email - Most Important Things	4.2 Email	0:28
Email Vendors	4.2 Email	7:55
Facebook - Advertising	4.9 Facebook	5:03
Facebook - Declining Post Reach	4.9 Facebook	0:19
Facebook - Like Button	3.2 The Home Page	5:24
Facebook - Size	4.7 Why Social Media	2:29
Facebook - Video Reach	4.9 Facebook	1:37
FAQ Page - Definition	3.4 The FAQ Page	0:37
FAQ Page - Why?	3.4 The FAQ Page	0:47
Features vs. Benefits	1.2 The Product Benefit	1:30
Fiverr - Bad Website Backlinks	3.8 OffSite SEO	9:26
Fiverr - Videos	3.15 Video	2:43
FourSquare - Website	3.7 Local SEO	7:58
FTP - Software	3.9 Hosting	8:19
Geotagging - Definition	3.7 Local SEO	4:25
GoDaddy - Domain Names	3.16 Domain Name	2:33
Home Page - Elements	3.2 The Home Page	0:57
Hoth SEO - Website Backlinks	3.8 OffSite SEO	10:10
Incomptech - music website	3.15 Video	4:44
IP Address	4.3 Online Advertising	2:09
Keywords - Tags - Why	3.14 Tags & Mark-up	3:01
Landing Page - Definition	3.3 The Landing Page	0:40
Landing Page - Example	3.3 The Landing Page	1:51
Links - Broken/Checker	3.6 OnSite SEO	11:10
Live Helper Chat	3.4 The FAQ Page	3:17
Local SEO - Definition	3.7 Local SEO	0:26
Majestic SEO - Website	3.8 OffSite SEO	1:27
Maps - Apple	3.7 Local SEO	9:50
Maps - Google	3.12 The Death of SEO	1:55
Mobile Friendly Test	3.11 Mobile Friendly Websites	3:18
Music - Royalty Free	3.15 Video	4:44
MySQL - Database Software	3.9 Hosting	3:17
NAP - Definition - Citation	3.7 Local SEO	5:53
Negative Reviews - What to Do	4.12 Negative Reviews	3:32
Networking - Marketing	2.1 Old School	1:07
Newspaper Ads	2.2 Newspaper Advertising	1:00
Newspaper Ads - Effective	2.2 Newspaper Advertising	2:23
Photoshop Elements - Software	3.17 Software	9:48
Pixelmator - Software	3.17 Software	10:29
PLR - Private Label Rights	4.2 Email	4:09
PLR Store - Website	4.2 Email	4:34
PLR, Best Quality PLR - Website	4.2 Email	5:13
Pogo Sticking - Definition	3.10 Pogo Sticking	0:22
Privacy Policy - Cookie Policy	4.2 Email	2:38
Privacy Policy - Obtaining	4.2 Email	3:39
Product Benefit	1.2 The Product Benefit	0:35
Publisher - Definition	4.4 AdBlockers	0:36
Radio Advertising	2.3 Broadcasting	1:01
Rank - How Long to?	3.6 OnSite SEO	1:00
Rapidweaver - Software	3.17 Software	0:24
Remarketing - Definition	4.3 Online Advertising	0:44
Responsive Design	3.11 Mobile Friendly Websites	2:24
Review - Websites - Finding	3.7 Local SEO	6:29
Reviews - Negative & Conversion Rate	4.12 Negative Reviews	0:22
Sales Funnel - Definition	4.1 The Sales Funnel	1:00
Sales Funnel - Social Media	4.8 Social Integration	2:26
Schema - Mark-up	3.14 Tags & Mark-up	6:19
schema.org - website	3.14 Tags & Mark-up	9:43
Search Advertising (AdWords etc)	4.3 Online Advertising	3:52
Search Engine Land	3.7 Local SEO	5:40
SEO - Browser Issues	3.17 Software	7:21
SEO - Domain Name	3.16 Domain Name	4:53
SEO Checker - Software	3.17 Software	4:00
SEO Pinger - Software	3.17 Software	6:04
Siteliner - Website	3.6 OnSite SEO	7:00
Social Media - Money & Time Invested	4.12 Negative Reviews	2:14
Social Media Mix (Which Ones)	4.8 Social Integration	0:43
Softaculous - Cpanel Install	3.9 Hosting	6:33
Spaced Repetition - Definition	1.1 Spaced Repetition	1:03
Spaced Repetition - How Many Impressions	1.1 Spaced Repetition	3:27
Spaced Repetition - Why?	1.1 Spaced Repetition	1:34
Speed - Page/Loading	3.6 OnSite SEO	4:00
Structured Data - Google Website	3.14 Tags & Mark-up	10:07
Structured Data Testing Tool - Website	3.14 Tags & Mark-up	10:37
Tags - Definition	3.14 Tags & Mark-up	0:48
Television Advertising	2.3 Broadcasting	2:54
Text - Compelling	1.7 Compelling Text	1:06
Text - Duplicate	3.6 OnSite SEO	7:36
Text - How Much	3.6 OnSite SEO	2:24
Three Pack - Google	3.7 Local SEO	11:34
TLD - Top Level Domains	3.16 Domain Name	3:53
Tourism Webcams	4.6 Tourism Webcams	0:26
Trade Shows	4.5 Networking & Face to Face	3:18
Twitter - Advertising	4.11 Twitter & Yelp	0:58
Twitter - Leads	4.11 Twitter & Yelp	2:32
Unique Selling Point	1.3 Unique Selling Proposition	2:52
Unique Selling Proposition - Definition	1.3 Unique Selling Proposition	0:45
Unique Selling Proposition - Example	1.3 Unique Selling Proposition	1:30
Webmaster Tools - Fetch as Googlebot	3.13 Website Analytics	11:31
Webmaster Tools - Google	3.10 Pogo Sticking	3:34
Website - Need?	3.1 Why Websites	1:44
Wiki - MediaWiki	3.4 The FAQ Page	2:29
Yelp - Restaurant Reviews	4.11 Twitter & Yelp	3:43
Yelp - Reviews Unbiased?	4.11 Twitter & Yelp	4:35
YouTube - Annotations	4.10 YouTube	6:43
YouTube - Play Next List	4.10 YouTube	2:26
YouTube - Playlist	4.10 YouTube	5:20
YouTube - Proper Uploading or Modifying	4.10 YouTube	2:59
YouTube - Subtitles & CC	4.10 YouTube	8:23
YouTube - Video Promotion	4.10 YouTube	10:48
YouTube - Video Titles	4.10 YouTube	9:50
YouTube - Why Preferred	4.10 YouTube	0:41
ZMOT - Google Study	3.11 Mobile Friendly Websites	0:27