

SEO Niche Workshop – Session Two

Instructor

Michael I. Alcantara

Email

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Course Time

10am-2pm
4 Hours

Workshop Overview

If you've ever wanted to create a passive income stream online but didn't think you had the knowledge or experience, this workshop is for you. Through four separate courses, Michael Alcantara, CEO and founder of Alcantara Media will teach you the skills and strategies you need to find an untapped niche, build a website, and market it in a way that increases traffic and revenue.

Course Materials

All resources will be available online at:
www.alcantaramedia.com/SEOworkshop

Session Two – May 11th

Build a Website for your Niche

- **Previous Session Summary**
 - What is a Niche?
 - Revenue between \$400-\$3600/month
 - Integrated Marketing Campaign
 - (Website, Social, SEO, Email, Video)
 - Monetization
 - (Affiliates, Advertising, Lead Gen)
 - Doing something you love
 - Keyword Research
 - Finding Opportunity
- **Buying a Domain**
- **Setting Up Hosting**
- **Installing Wordpress**
- **Finding a Theme**
- **Creating a Sitemap**
- **Finding Content**
- **Scheduling Content**