

POP Course Roadmap

Advertising & Monetization

- 🚩👉 How To Monetize Online Content
- 👉 What is Google AdSense and How It Works
- 🚩👉 How I Became a Successful Google AdSense Publisher
- 👉 Advanced AdSense Tools and Techniques
- 👉 How To Create and Monetize Information Products
- 👉 Online Business Models - Monetization Approaches
- 👉 How To Find Direct Advertisers

Online Communication Strategy

- 📖 Online Publishing Principles
- 👉📖 Media Literacy
- 📖 Publishing Focus
- 👉📖 How to Identify Your Web Site Niche
- 📖 The Sharewood Ethic: Robin Good's Entrepreneurial Approach
- 👉📖 The Story of Robin Good

Technical Setup & Maintenance

- 👉📖 How To Register Your Domain
- 📖 How and Where To Host Your Site
- 📖 How To Select Your Publishing Platform
- 👉📖 How To Set Up Your WordPress site
- 👉📖 How To Set Up Your Movable Type Site
- 📖 How To Build Highly Accessible Standards-Compliant Web Sites
- 📖 How to Monitor and Test your Site

Site Design & Architecture

- ★ Site Architecture and Definition
- ★ Site Design
- ★ Site Accessibility

Online Marketing & SEO

- 👉 What is and How To Do SEO, SEM
- 👉 How To Title: How to Get Traffic and Relevant Ads by Writing Great Titles
- 👉 Online Direct-Marketing Strategies
 - 👉 How to Build a Long Term Online Business With List Building
- 👉 How To Do Off-line Marketing
 - 👉 Social Media Marketing
- 👉 How To Do Community Building
 - 👉 Branding 2.0 - How to Create Your Personal Brand
- 👉 How To Increase Your Credibility and Authority Online
 - 👉 How To Measure and Track Popularity, Authority, Influence
 - 👉 Google Penalization

Content Distribution

- 👉 Content Distribution Alternatives
- 👉 Content Marketing - Viral Marketing
 - 👉 RSS and Why You Want To Know More About It
 - 👉 Content Licensing and Intellectual Property Protection

Content Production

- 👉 How to Write
- 👉 How To Professionally Format Online Content
- 👉 How To Write Great Articles by Creating Content Templates
- 👉 How to Build Trust, Credibility and Authority right into your Content
- 👉 Types and Sources for Content You Can Create
- 👉 How To Become a Newsmaster and Use Newsradars
- 👉 Where To Find Great Images and Visuals
- 👉 How To Find and Select Great Images
- 👉 How To Prepare Images for Online Publication
- 👉 Online Video Publishing Foundations