

Learn n^o

Organic Growth:

The Brand Visibility Engine

2 Days Per Week

18 Hours

Overview:

- Instead of relying solely on paid advertising, brands are now expanding their efforts to be discoverable across search engines, social media platforms, online communities, and AI-powered discovery systems.
- Students will learn how to build an integrated organic visibility strategy using:
 - Search Engine Optimization (SEO)
 - Content Marketing
 - Social Media Organic Reach
 - Community Engagement and Brand Mentions
 - AI Search Visibility (Generative Search and LLM discovery)

Target Audience:

- This course is designed for:
 - Beginner digital marketers
 - Intermediate marketers seeking to improve organic performance

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Course Outline:

Lecture 1: Introduction to Organic Visibility

1. The Evolution of Digital Discovery
2. The Organic Visibility Ecosystem
3. Consumer Discovery Journey
4. The Organic Visibility Flywheel

Lecture 2: Search Visibility (SEO Foundations)

1. How Search Engines Work
2. Keyword Research Fundamentals
3. Search Intent Optimization
4. On-Page SEO Basics
5. Introduction to Technical SEO

Lecture 3: Content Marketing for Discoverability

1. The Role of Content in Organic Visibility
2. Content Strategy Development
3. Types of Discoverable Content
4. Content Distribution Strategy

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Lecture 4: Social Media Organic Reach

1. How Social Media Algorithms Work
2. Content Formats That Drive Reach
3. Creating Shareable Content
4. Building a Consistent Social Media Presence

Lecture 5: Community Building and Brand Authority

1. The Role of Communities in Brand Discovery
2. Brand Mentions and Authority Signals
3. Digital PR Strategies
4. Reputation and Trust Building

Lecture 6: AI Search Visibility

1. AI-Powered Discovery Systems
2. How AI Selects Sources
3. Optimizing Content for AI Visibility

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Outcomes:

-  By the end of the course, participants will be able to:
 -  Understand how modern digital discovery works across search engines, social media, and AI systems.
 -  Develop a comprehensive organic visibility strategy for a brand.
 -  Apply fundamental SEO techniques to improve search engine discoverability.
 -  Design content marketing strategies that drive organic traffic.
 -  Create social media content optimized for organic reach and engagement.
 -  Build brand authority through community engagement and online mentions.
 -  Optimize digital content for AI-driven search and generative discovery platforms.
 -  Measure and improve organic visibility performance.