SEO Challenge by Kristina Azarenka

The SEO Challenge™ that fills in your SEO knowledge gaps, gives you practical SEO skills, and boosts your confidence

so you can finally land the SEO job of your dreams or find new, higher-paying clients.

NOW: SIGN ME WHAT'S INSIDE

SEO Challenge™ was featured on Search

Search Engine Land · Marketing Profs · Contentling

Hey, soon-to-be SEO Pro. Tell me if any of these things sound familiar. You...

- Have been through a few SEO trainings already but all of them were too theoretical. **They told about WHAT but never showed you HOW** (what a waste!)
- Already know many things about SEO, but **you're self-taught and you're ready to finally fill in the gaps and level up** so you can change more for your projects
- Understand SEO but feel that SEO gurus hide 'secrets' from you and never give you the **exact steps to SEO success**
- **Wander through FB groups and Reddit for hours**, thread after thread, trying to find answers to your SEO questions... but you end up even more confused than when you started
- **Feel helpless after every Google update** as you see your client's websites ranking go down
- Are you dying to get your **hands on technical SEO** and become comfortable looking at the page source but you want to learn from someone who actually knows what they're talking about
- Want to jump into the **Freelance/consulting/in-house SEO business** so you can have greater control over my **work/life balance**, but aren't sure that your skills are quite where they need to be in order to do that
- Want to join a **network of like-minded SEO enthusiasts** and hang out with a group of people who actually get what is that you do

If any of the above resonates with you, then I'm really glad you're here because The 45-Day SEO Challenge™ was designed exclusively for you!

So whether you've been doing SEO for a while and are now ready to level up and get the right processes in place...

Or you're just starting with SEO and you need a clear path forward that will save you hours of digging and months of frustration...

Or you're looking for a promotion within your existing organization...

Or land anywhere in between...

You're in the right place!

WHAT'S

There are lots of people out there that think they know SEO, including myself, that **after doing the course they will realize how little they know**. A lot of people would benefit from this SEO Challenge™.

Carissa Grandinger, International Digital Marketing | Search Libertarian

This is NOT your usual theoretical SEO course which tells you some 'whats' but never goes into the 'hows'. Forget this BS, the SEO Challenge™ is completely different. It will make you a real SEO professional.

Now before I introduce you to the SEO Challenge™, I want you to imagine something.

Imagine instead...

- Having **full confidence in knowing what actually works**, here to do it, when to do it, and why... without doubting yourself at any step of the way
- Spending time **optimizing websites** properly and **never being afraid of Google algorithm updates** again
- **Getting real results for your employer and clients**, and seeing them celebrate the fact that they've FINALLY found an SEO pro that knows what they're doing
- Having the **confidence to charge way more** for your services because you know that the return you get clients is higher than average
- **Knowing exactly how to use keywords** in the content so that it doesn't look, feel, or sound spammy, making literally everyone happy
- Being able to **show and prove the value of your work** so that everyone recognizes your efforts (and therefore doesn't care what he is attached to your monies)
- **Not only understanding technical SEO aspects but having the confidence to talk about it** and even risky your knowledge to your team with confidence (bye-bye confusion and doubt)
- **Feeling calm instead of panic when a new technical SEO issue appears**, because you know how to handle it

The truth is that these things are possible for you! I know because I've helped over 120+ SEO Challengers achieve these things and more.

Let Me Introduce You to SEO Challenge™!

The SEO Challenge that fills in your SEO knowledge gaps, gives you practical SEO skills, and boosts your confidence so you can finally land the SEO job of your dreams or find new, higher-paying clients.

WHAT'S

SEO Challenge draw a clear map for starting an SEO specialist journey. It helps me focus on what only I have to focus on. **The information in SEO Challenge is very straightforward and right to the point, simple, straight and clear.**

Sahal Hassi, SEO at Ecom Agency

Here's everything you get in The SEO Challenge™

A handy platform with a personal account

You can log in to your personal account and watch the SEO trainings at the time that works best for you.

Mac · Windows · All Devices

A 45-day learning plan and habit tracker

You'll get a clear path to your SEO success: you'll know what exactly you'll need to watch and do every day to remove overwhelm and keeps you accountable.

You'll also get a complementary habit tracker that you can use for your personal habits as well!

Mac · Windows · All Devices

Certificate of completion

Once you finish the course, you'll get a certificate of completion to celebrate how great you are!

Mac · Windows · All Devices

SEO Help Documents Library

You'll get access to the SEO Help Library of documents with step-by-step guides that cover daily SEO tasks. You'll save hours/days/weeks instead of starting each task from scratch. Which means you can work less and be more efficient.

Mac · Windows · All Devices

Bonus 1

A list of the best SEO Blogs and podcasts to always stay up-to-date on what's happening in the SEO world.

Mac · Windows · All Devices

Bonus 2

A Content and Technical SEO Audit checklist. Just copy and use it!

20+ hours of on-demand video training

In the SEO Challenge, you'll find practical, comprehensive, explanatory videos and over-the-shoulder tutorials that will teach you everything you need.

You'll find the exact processes you need to follow in your daily SEO work, so that you'll feel confidence in your SEO skills and be able to show your company or client will be happy to work with you!

Mac · Windows · All Devices

Practical homework with hands-on tasks

It's a practical course (one of the most practical according to the students' feedback), we're not just talking the talk here.

Most of your homework will consist of real tasks on real sites (your own, client's, or practice sites) that will help you confident in your SEO skills and show how to approach SEO tasks.

You'll learn SEO by doing SEO.

Mac · Windows · All Devices

NEW + Guidance on your SEO Career

There are 2 bonus modules in the SEO Challenge. They walk you through the real world tips on how to find an SEO job of your dream or be a successful and happy freelancer.

Mac · Windows · All Devices

VIP Slack Community with lifetime access

When you join the SEO Challenge Course, you become part of a fantastic group of like-minded people. You can share your wins, ask questions, and celebrate them. You'll have lifetime access to this group!

Windows · All Devices

$1,25K value

Bonus 3

A list of SEO actions that will save you HOURS! They will let you analyze a page in a few minutes.

Having this knowledge you can make over $60,000 per year!

The lifetime value of your investment is infinite ∞

Basic Plan

- 10 Modules
- Practical homework
- Certificate of completion
- Lifetime access*
- FREE future updates
- Mac & Windows compatibles
- All on-demand video
- Technical SEO Module
- Local SEO Module
- Bonus Training: How to Find an SEO Job
- NEW! Bonus Training on Freelancing

$447
$297
GET INSTANT ACCESS!

*Payment is processed and secured by Stripe and PayPal by 1 Sale SSL encrypted payment.

Premium Plan

Most Popular!

- 10 + 2 Modules
- Practical homework
- Certificate of completion
- Lifetime access*
- FREE future updates
- Mac & Windows compatibles
- Slack community
- Technical SEO Module
- Local SEO Module
- Bonus Training: How to Find an SEO Job
- NEW! Bonus Training on Freelancing

$997
$897
GET INSTANT ACCESS!

*Payment is processed and secured by Stripe and PayPal by 1 Sale SSL encrypted payment.

Team Plan

Includes 5 licenses

- 10 + 2 Modules
- Practical homework
- Certificate of completion
- Lifetime access*
- FREE future updates
- Mac & Windows compatibles
- Slack community
- Technical SEO Module
- Local SEO Module
- Bonus Training: How to Find an SEO Job
- NEW! Bonus Training on Freelancing

$4497
$2697
GET INSTANT ACCESS!

*Payment is processed and secured by Stripe and PayPal by 1 Sale SSL encrypted payment.

Once you Accept the SEO Challenge™

You will receive an email confirming that you are in and will have access to the course. Yay!

Plus You Are Backed by a Risk-Free 30-Day Guarantee.

If at any point within the first 30 days after enrolling in the SEO Challenge you're not completely happy with all the resources you have access to, just let me know and I'll refund your payment.

SEO Challenge review

I wanted to thank you so much for giving me the opportunity to take the course! I learned so much during the program and **was able to teach my fellow team members to the point that I got promoted to the head of the team!** I could not have gotten this far so quickly without the course, so again, thank you!

Jose Crespo

Enroll Now

Who Am I To Teach You About SEO?

Kristina Azarenka

- 10+ years of hands-on SEO experience
- Scaled her SEO business to multiple 6 figures within 3 years (without any previous business experience)
- Quit her full-time SEO job and managed to make her previous salary in the 4th month of her entrepreneurship
- Woman in Tech SEO community member
- Featured on Founder as a successful course creator
- A speaker on the Women in Tech SEO Festival
- Was featured in the Search Engine Land post among the 13 women shaping the SEO field
- Did corporate SEO workshops for companies in Toronto
- Teaches the Advanced Technical SEO course at Marketing LA
- Launched the very first course in Canada
- During the time I was happy to work with many small, medium and enterprise companies based in the USA, UK, Canada and other countries.

Some companies I have worked with

& You'll Hear From Some Incredible SEO Pros!

Alexander Hess
Head of Design at Marketingtrap Digital Inc.
courses creator and educator with 11+ years of

Claire Carlile
A 'Local Search Expert' for Brightcloud and an independent digital marketing consultant

Sergey Alekov
Digital Marketing manager at Acronium with 5+ years of industry and agency experience

Lesson in the course
Accessibility and SEO

Lesson in the course
UTM Tagging Guide for Local SEO

Lesson in the course
Local SEO Basics You Need to Know

Kristina's SEO course helped to strengthen my foundational SEO knowledge. Each module in the course is simplified making it very palatable for all learners. Whether you are new to SEO or at an intermediate level, I **highly recommend that you give this course a try.**

Avery Lee Stearns, SEO & PPC Specialist

What My Students Say About the SEO Challenge™

"From the first lessons I have been applying what I have learned to some clients sites and the results have been amazing."

– Roberto Carlos Cruz

"Working through an actual course with HOMEWORK really helped me to better pick of organizing my business and have understanding it in a way that I can implement it."

– John Wawanga

"Listening to the stories and the different problems and challenges that other people in the course are to relate those stories to other problems I've encountered myself. Most courses out there fail to tie the theory to real world problems.

– Victor Diaz

"The SEO Challenge course changed my life. Now I am utilizing my new knowledge to start a conference to launching my agency. I am now able to take three steps, talk about SEO to non-SEO persons with empowerment, I just go for it.

– Helene Jolano

"The way you outline the course is the key and best path to learning. In my opinion, I've taken other courses that are difficult to follow up because of how they are organized. I'm a process-oriented guy. I'm very organized, and when I started watching the course, I knew I could be able to learn the way I wanted.

– Manuel Gomez

"The SEO challenge helped me to get a full picture of the technical SEO landscape and how to integrate all aspects of SEO into the products I am working factors.

– Andreas Brodmann

"The course has given me the confidence to take on my first ecommerce client and while I'm still learning it has given me enough knowledge to be confident that I can DO the work. I know it's just the beginning but I will be providing reasonable rates! Thanks Kristina!

– Vicky Tramor

Enroll Now

Kristina Kuzenko teaching SEO to three ladies in an office

Have you ever heard of the 80/20 rule?

It says that 80% of your results come from 20% of your efforts. I'm going to teach you that 20%.

You will be super-efficient with your energy, focus and effort. Many times entrepreneurs talk about SEO, they either make it complicated, or they only teach you link-building. While this is useful information (and better than not having anything), you need to follow a proven process in a way that helps you to scale!

Here's how!

Through These Value-Packed SEO Challenge™ Modules:

Part 0: Setting You Up for Success

In this module, we will set you up for success in this course (and in your life). I'll share with you the techniques that will help you maximize your time investment and easily achieve the results you want.

Result after this module

You have set your intentions for the course and have a clear path to follow.

Downloadable files

- Pre-Training Worksheet
- SEO Challenge Habit Tracker
- 40 Big SEO Challenge Learning Plan

Part 1: Pre-training

In this module, you'll learn how to start a website from scratch and set up the 2 free tools you'll absolutely need along the way: Google Analytics and Google Search Console.

Result after this module

You have your own website, it's verified in Google Search Console and has Google Analytics. You are ready for the upcoming SEO Challenge sessions!

Downloadable files

- Set Up Your WordPress Website - Checklist

Part 2: SEO Value

In this module, you will understand how SEO differs from PPC, what TikTokmas is and why you need to think about it.

Result after this module

You clearly understand the difference between SEO and PPC and can easily communicate it to your clients or boss. You also understand why you don't always need traffic.

Part 3: Search Engines & Algorithms

Here you'll learn what exactly Google cares about on your website and how to survive with all these algorithm changes.

Result after this module

You know the main Google algorithms and ranking factors. You can also spot myth vs facts quickly and know people get wrong.

Downloadable files

- A Guide on Analyzing a Traffic Loss

Part 4: User Intent & Keywords

In this part, you'll get everything you need to know about doing keyword research and how user intent drives it. You'll see over the shoulder videos that will help you to understand a data-driven process you can follow.

Result after this module

You have a clear process of keyword research and understand how to find the right keywords that will bring results.

Downloadable files

- Your Keyword Research Checklist
- Keyword Map

Part 5: On-Site SEO

In this module, we'll talk about the things that you can easily control: on-page SEO. You'll also learn about the 2 types of pages each website has and the 5 elements you'll need to make your page relevant.

Result after this module

You have a clear understanding of website architecture: how to analyze and improve it, with strategic internal linking. You also know how to use the right page elements to improve page rankings.

Downloadable files

- Your On-Page Optimization Checklist

Part 6: Content

Here you'll learn the 3 PAs you need to keep in mind while developing your content or creating briefs for copywriters. We'll also talk about E-A-T: how to influence your rankings and how you can improve it.

Result after this module

You understand how to create content that is optimized for search engines and users at the same time. You know how to properly incorporate keywords without being spammy.

You will also be able to analyze and create a strategy for content improvements.

Downloadable files

- Your Content Optimization Blueprint

Part 7: Technical SEO

I'll be honest: this is the biggest and most (SEO)challenging part. But it's very exciting and content-packed.

Result after this module

You feel confident in your technical SEO knowledge and solutions. You understand how technical SEO works, you can perform a website audit and fix technical issues using redirects, canonicals and other techniques. You'll also know how to improve page speed and Core Web Vitals.

Downloadable files

- Technical SEO Audit checklist

Part 8: Google Search Console

In this module, we'll dive into the most important SEO tool – Google Search Console.

Result after this module

You are a pro in analyzing GSC data and finding the most important nuggets that will help you fix or improve a website.

Part 9: Mobile SEO

In this part, you'll know everything about mobile-first indexing you need to know in the context of SEO.

Result after this module

You can check the mobile friendliness of any page. You also know exactly how to make sure a mobile (no)option can ruin the content on a page.

Part 10: Link-Building

In this part you'll learn why you need links and how to build them without spamming anyone.

Result after this module

You set up a system that helps you earn high-quality links without spending hours on it.

Part 11: How to Measure SEO

In this module, you'll see how to use the tools you already have to transform numbers into SEO value.

Result after this module

You know how to use reports to craft a meaningful story so that your client or boss sees the value your SEO efforts bring to their business.

Downloadable files

- Google Data Studio Report Template

Part 12: SEO Trends You Should Know

SEO is changing all the time. In this module, I'll show you the most important SEO trends as well as how you can easily stay in the SEO loop without overwhelm.

BONUS

Result after this module

You are prepared to navigate Google My Business listings to get more leads. You can also set up a proper tagging system to attribute traffic and sales to your local SEO work.

Downloadable files

- A List of the People and Resources to Follow

Part 13: Local SEO with Invited Guest Speakers

You'll get local SEO insights from the team of the best Jungle Aliens, a digital marketing manager in one of the biggest agencies in Canada, and Claire Cunha, a local SEO queen that spoke at all big SEO conferences you know.

Result after this module

You are prepared to navigate Google My Business listings to get more leads. You can also set up a proper tagging system to attribute traffic and sales to your local SEO work.

Downloadable files

- How to Land an SEO Job (or any other job): Actionable Steps

Bonus Training: How to Find an SEO Job

In this bonus part you'll get actionable tips on how to go through a job interview seamlessly and land a position of your dream. Many tips from this part will also work for freelancers!

Here I shared tips from my own experience, plus invited a digital marketing manager Mizem Pollacker – which been hiring SEOs for years (he was actually my first SEO boss!), so he has a lot to share!

Result after this module

You know how to write your CV and present yourself so that others perceive you as a valuable candidate.

Downloadable files

- How to Land an SEO Job (or any other job): Actionable Steps

🔥 NEW! Bonus Training – How to be Successful as an SEO Freelancer

In this module you'll know how to attract your ideal clients who are happy to pay you what you're worth and respect you as an expert. Isn't it a dream?!

BONUS | OPTIONAL

Result after this module

You'll learn how to make sure your positioning fits your personality so that you're attracting the right clients who are willing to pay what you're worth. You'll also learn how to avoid any mismanagement from clients and be a trusted advice-seeker. And finally, you will know how to price your services so that your business is profitable and generates a consistent income.

Are you ready to take your skills (and your income) to the next level?

If you don't jump into The 40-Day SEO Challenge™...

You'll stay stuck at your current position and salary level...

You'll have to stick it out with the boss that you hate...

You'll continually second-guess yourself, your skills, and your knowledge...

And you'll spend your time searching the internet for answers instead of doing the things that you love.

Investing in The 40-Day SEO Challenge™ is investing in your business and your future possibilities.

Aren't you ready for a change?

Aren't you ready for the challenge?

Aren't you ready to make more money?

Yes I AM. Sign me up!!

This SEO Challenge™ Course is Perfect For

Starting SEOs
Save yourself years of "figuring out" SEO concepts. Get thriving your dream company.

Experienced SEOs
Fill in your knowledge gaps, increase confidence in your SEO knowledge.

Marketers
Get a promotion or a generalization. Become a trusted SEO advisor in your organization.

★★★★★

I took Kristina's course to acquire SEO skills.

Signing up for this SEO challenge™, I didn't expect I would learn so much. During the course, Kristina makes sure that you practice what you learn right away, she provides tons of videos, examples and homework!

Ksenia Hasanova, Marketing Specialist

Frequently Asked Questions

How much time will I be spending on the SEO Challenge™ each day?

It's up to you! You have an opportunity to go through the SEO Challenge at your own pace.

Do I have to finish the SEO Challenge within 40 days?

It's up to you to decide 😊

40 days is just a recommended period but it's quite packed. So you can take slower to go through the course. You'll have lifetime access anyway, so you'll have plenty of time.

I already know a few things about SEO. Should I still join?

The short answer is yes!

I initially wanted to create a course for complete beginners. But I included so many advanced topics, that even people who have huge companies are succeeding in Google search agree that the SEO Challenge has huge concrete something much larger than just a beginner course with living lessons.

Many of my students have already learned SEO somewhere else or stand working on SEOs before coming to me. And they still said it brings them SEO knowledge.

Will this course work for WordPress?

The Course works for any content management system, including WordPress, Shopify, Magento, Squarespace, etc.

Can't I find all this information for Free?

Of course you can find the information online, same is the Ford series. 😊 But it's when you months to get through all garbage to find the gems, not that what you've been doing!

I'd offer you shortcuts and frameworks that will help you save time. Time is money, right? If I can save 5 years of learning, how much money would it save you?

Do you give any guarantees?

I guarantee that I bring my absolute best to the SEO Challenge™ and provide you with all the information and tools that you need to succeed. The rest depends on you.

I don't have a website. Should I enroll in the Challenge?

Yes, many people who sign up don't have websites. But I always recommend getting one as this is the best way to learn. That's why in the Pre-Training part I give you clear instructions on how to do it.

How is this course different from other SEO courses I've taken?

Now let me guess: you bought an SEO course that consisted of only videos and some SOPs. You might have also attended webinars or live classes.

That's what differs the SEO Challenge™ from all other SEO training courses out there: you get all (now. You is the first and only SEO Challenge™ with daily lessons. So you're just

destined to succeed!

There's A Secret To Achieving SEO Success

The secret is made up of 3 ingredients: Structure, Mindset, and Guidance!

The **STRUCTURE** helps you understand how the pieces (skills!) match together.

The **MINDSET** helps you use the skills properly and confidently.

The **GUIDANCE** helps you align skills and mindset.

The 45-Day SEO Challenge™ gives you all the secret ingredients you need so you're completely set up for SEO success!

Get the answers you need and learn SEO in just 45 days with the SEO Challenge™

SEO Challenge Mac

Basic Plan

- 12 Modules
- Practical homework
- Certificate of completion
- Lifetime access!
- FREE future updates
- All checklists and templates
- ~~Slack community~~
- ~~Technical GEO Module~~
- ~~Local SEO Module~~
- ~~Bonus Training: How to Find an SEO Job~~
- **NEW!** ~~Bonus Training on Freelancing~~

~~$667~~

$397

GET INSTANT ACCESS!

Payment is processed and secured by Stripe and PayPal by 128bit SSL encrypted payment.

Premium Plan

Most Popular!

- All 16 Modules
- Practical homework
- Certificate of completion
- Lifetime access!
- FREE future updates
- All checklists and templates
- Slack community
- Technical SEO Module
- Local SEO Module
- Bonus Training: How to Find an SEO Job
- **NEW!** Bonus Training on Freelancing

~~$997~~

$597

GET INSTANT ACCESS!

Payment is processed and secured by Stripe and PayPal by 128bit SSL encrypted payment.

Team Plan

Includes 5 licences

- All 16 Modules
- Practical homework
- Certificate of completion
- Lifetime access!
- FREE future updates
- All checklists and templates
- Slack community
- Technical SEO Module
- Local SEO Module
- Bonus Training: How to Find an SEO Job
- **NEW!** Bonus Training on Freelancing

~~$4427~~

$2657

GET INSTANT ACCESS!

Payment is processed and secured by Stripe and PayPal by 128bit SSL encrypted payment.

Plus You Are Backed by a Risk-Free 30-Day Guarantee.

seo-challenge-review

seo challenge review

seo challenge review

Join Our International Community of the SEO Challengers!

SEO Challenge community all flags

If you don't see your country, can we add your flag next?

SEO Challenge™ Success Stories

Carmen Dominguez

International Digital Marketer

If you do it the way Kristina guides you in the course, it will be intense, but you learned a lot. And you'll be able to look at SEO from a different perspective; I think I managed to see it with different eyes. It was intense, but it was also super valuable and is worth the money.

Mike headshot

Mike McPeak

Performance Marketing Director

It was real-world examples that Kristina presented. As well as my cohort in the Slack channel, they would come in and ask questions about their businesses and what they were trying to accomplish. Having that community was huge.

Tanya headshot

Tanya Vyonh

Junior SEO specialist

All the processes, tools, checklists and templates are gems! They are the ones that I've been using at work after completing the course. Kristina is AMAZING – she is a respected expert in the SEO field, and she came from a teaching background.

Oleksandra Lazarchuk

Account and Project Manager

The energy is empowering that Kristina's is bringing in, maybe doesn't give you 100% confidence. But it gives you hints on how you should think and which direction you should go. And that's really great. She really supports you with a lot of answers.

Become an SEO Pro in just 45 days

Basic Plan

- 12 Modules
- Practical homework
- Certificate of completion
- Lifetime access!
- FREE future updates
- All checklists and templates
- ~~Slack community~~
- ~~Technical GEO Module~~
- ~~Local SEO Module~~
- ~~Bonus Training: How to Find an SEO Job~~
- **NEW!** ~~Bonus Training on Freelancing~~

~~$667~~

$397

GET INSTANT ACCESS!

Payment is processed and secured by Stripe and PayPal by 128bit SSL encrypted payment.

Premium Plan

Most Popular!

- All 16 Modules
- Practical homework
- Certificate of completion
- Lifetime access!
- FREE future updates
- All checklists and templates
- Slack community
- Technical SEO Module
- Local SEO Module
- Bonus Training: How to Find an SEO Job
- **NEW!** Bonus Training on Freelancing

~~$997~~

$597

GET INSTANT ACCESS!

Payment is processed and secured by Stripe and PayPal by 128bit SSL encrypted payment.

Team Plan

Includes 5 licences

- All 16 Modules
- Practical homework
- Certificate of completion
- Lifetime access!
- FREE future updates
- All checklists and templates
- Slack community
- Technical SEO Module
- Local SEO Module
- Bonus Training: How to Find an SEO Job
- **NEW!** Bonus Training on Freelancing

~~$4427~~

$2657

GET INSTANT ACCESS!

Payment is processed and secured by Stripe and PayPal by 128bit SSL encrypted payment.

Plus You Are Backed by a Risk-Free 30-Day Guarantee.

If at any point within the first 30 days after enrolling in the SEO Challenge you're not completely happy with all the resources you have access to, just let me know and I'll refund your payment.

Hurry! Your special 40% off expires on April 30th (Saturday) at 11:59 pm EDT

05 DAYS 11 HRS 42 MIN 52 SEC