

Top Free SEO Training and Information Resources (USA-Based)

Below is a carefully selected list of free SEO training and educational resources based in the United States. These platforms are perfect for beginners, small business owners, and digital marketers who want to improve their understanding of search engine optimization (SEO) and implement practical strategies for success.

Google Search Central (formerly Webmaster Central)

Website: <https://developers.google.com/search>

Offered by: Google

Best For: All levels

Highlights: Official documentation and tutorials for SEO best practices directly from Google. Includes Search Console resources.

Moz Beginner's Guide to SEO

Website: <https://moz.com/beginners-guide-to-seo>

Offered by: Moz (Seattle-based)

Best For: Beginners

Highlights: Highly readable and comprehensive introduction to the fundamentals of SEO.

Yoast SEO Blog and Academy (Free Tier)

Website: <https://yoast.com/seo-blog/>

Offered by: Yoast

Best For: Bloggers and WordPress users

Highlights: Blog articles, SEO tutorials, and free training videos focused on content and on-page SEO.

HubSpot Academy – SEO Certification Course (Free)

Website: <https://academy.hubspot.com/courses/seo-training>

Offered by: HubSpot (Cambridge, MA)

Best For: Content marketers and business owners

Highlights: Interactive video-based course with SEO strategy, keyword research, and analytics.

Coursera – Search Engine Optimization (Free to Audit)

Website: <https://www.coursera.org/specializations/seo>

Offered by: University of California, Davis

Best For: Intermediate learners

Highlights: Teaches SEO fundamentals, on-page and off-page optimization, and SEO analytics.

Semrush SEO Toolkit Course (Free Tier)

Website: <https://www.semrush.com/academy/>

Offered by: Semrush (Boston, MA)

Best For: Beginners to Intermediate

Highlights: Covers keyword research, competitive analysis, and using SEO tools effectively.

ClickMinded Free SEO Mini-Course

Website: <https://www.clickminded.com/seo-mini-course/>

Offered by: ClickMinded

Best For: Marketers and entrepreneurs

Highlights: Email-based course teaching the basics of SEO in plain language.

Neil Patel – Ubersuggest and SEO Blog

Website: <https://neilpatel.com/blog/>

Offered by: Neil Patel Digital

Best For: Small business owners and freelancers

Highlights: Tactical SEO advice, tutorials, and keyword tools.

Ahrefs Blog and YouTube Channel

Website: <https://ahrefs.com/blog/>

Offered by: Ahrefs (US-focused content available)

Best For: Intermediate to advanced users

Highlights: In-depth guides on SEO techniques, link building, and audits.

SEOSTarterGuide.com

Website: <https://www.seostarterguide.com/>

Offered by: Independent SEO Experts

Best For: Beginners

Highlights: Simple, visual breakdowns of SEO concepts and starter techniques.

Bonus SEO Resources

- Google Search Console Help Center – <https://support.google.com/webmasters/>
- Backlinko by Brian Dean – <https://backlinko.com>
- SEO YouTube Channels: Ahrefs, Income School, and SEO Fight Club

