Twitter Thread by Andrew Charlton



Andrew Charlton
@bertiecharlton

New from me:

I’m launching my Forecasting For SEO course next month.

It’s everything I’ve learned, tried and tested about SEO forecasting.

The course: https://t.co/bovuIns9OZ

Following along ■

Why forecasting?

Last year I launched https://t.co/I6osuvrGAK to provide reliable forecasts to SEO teams.

It went crazy.

I also noticed an appetite for learning more about forecasting and reached out on Twitter to gauge interest: https://t.co/SrPFtXnRI3

The interest encouraged me to make a start...

I’ve also been inspired by what others are doing: @tom_hirst, @dvassallo and @azarchick ■■

And their guts to be build so openly in public.

So here goes it...

In the last 2 years I’ve only written 3 blog posts on my site.

- Probabilistic thinking in SEO
- Rethinking technical SEO audits
- How to deliver better SEO strategies.

I only write when I feel like I've got something to say.

https://t.co/WyVLANB7b5

With forecasting, I've got something to say. ■

There are mixed feelings about forecasting in the SEO industry.

Uncertainty is everywhere. Algorithm updates impacting rankings, economic challenges impacting demand.

It's difficult. ■

It's easier to say forecasting is impossible.

But forecasts are an expectation. You often need them to win pitches, or to get budget.

My aim with the course isn't to shy away from the challenges. But to show you how you can embrace uncertainty & communicate it.

COURSE OUTLINE:

I got some excellent feedback on topics to include from a few experienced SEOs. ■

I added all of the feedback to @NotionHQ and consolidated the most common feedback into a broad outline - including some topics I was keen on including.

COURSE FORMAT:

I've opted for video vs an e-book. There'll be some templates included, so it's just easier to do video demos.

I've already started creating slides in @BeautifulAI_ and they'll be exported to Keynote on final edit for transitions and subtle animation. ■

COURSE PRICING:

I like the idea of reach > revenue shared by @tom_hirst

Pre-launch pricing will be $29 and will increase to $59 for launch. ■ https://t.co/4Ljq5jYsyA

> Here's my thinking:
>
> 1. Being a new creator, I first need reach.
>
> 2. I don't rely on the money from sales, so I can experiment.

3. There are nuances between pricing services and products.

This tweet by @JamesClear makes a lot of sense.https://t.co/6WWgHiOvHS

— Tom Hirst (@tom_hirst) January 5, 2021

RELEASE DATE:

■■■

15 February 2021 ■

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Website: https://t.co/bovuIns9OZ

Gumroad: https://t.co/rNDABYN6oT