

Top Free SEO Learning Resources (2025)



Source	Type	Highlights	Link
Google Search Central	Official Guide	SEO basics, updates, and best practices	https://developers.google.com/search/docs/fundamentals/seo-starter-guide
Moz Beginner's Guide	Guide/Blog	Step-by-step SEO for beginners, updated regularly	https://moz.com/beginners-guide-to-seo
Ahrefs Blog & Academy	Blog/Course	Actionable guides, case studies, keyword research	https://ahrefs.com/blog/ https://ahrefs.com/academy
SEMrush Blog & Academy	Blog/Course	Tutorials, practical SEO tips, industry news	https://www.semrush.com/academy/
Backlinko	Blog	In-depth SEO checklists and strategies	https://backlinko.com/seo-this-year
Search Engine Journal	Blog	Industry news, how-tos, algorithm updates	https://www.searchenginejournal.com/seo-guide/
Search Engine Land	Blog	Trends, news, and practical optimization advice	https://searchengineland.com/guide/what-is-seo
Yoast SEO Blog	Blog	On-page SEO, WordPress optimization, writing tips	https://yoast.com/seo-blog/

Top Free SEO Learning Resources (2025)



Course Name	Platform	Duration	Certificate	Link
SEO Certification Course	HubSpot Academy	~4 hrs	Yes	https://academy.hubspot.com/courses/seo-training
SEO Crash Course (Brian Dean)	SEMrush Academy	~50 min	Yes	https://www.semrush.com/academy/courses/seo-crash-course-brian-dean/
SEO Fundamentals	SEMrush Academy	1-4 hrs	Yes	https://www.semrush.com/academy/courses/seo/
SEO for Beginners	Yoast Academy	~2 hrs	Yes	https://yoast.com/academy/free-seo-training-seo-for-beginners/
SEO Specialization	Coursera (UC Davis)	~29 hrs	Yes	https://www.coursera.org/courses?query=seo
Moz's Free SEO Course for Beginners	Moz/Udemy	~3.5 hrs	Yes	https://moz.com/beginners-guide-to-seo
SEO Certification Course	eMarketing Institute	Self-paced	Yes	https://www.emarketinginstitute.org/free-courses/seo-certification-course/

Top Free SEO Learning Resources (2025)



Name/Channel	Type	Link
Google Search Central	YouTube	https://www.youtube.com/c/GoogleSearchCentral
Ahrefs	YouTube	https://www.youtube.com/c/AhrefsCom
Neil Patel	YouTube	https://www.youtube.com/user/neilvkpatel
Semrush	YouTube	https://www.youtube.com/c/Semrush
The SEO Show	Podcast	https://theseoshow.co/listen/
Search With Candour	Podcast	https://search.withcandour.co.uk/
Edge of the Web	Podcast	https://edgeofthewebradio.com/seo-podcast/
Moz Q&A	Community	https://moz.com/community/q
Reddit r/SEO	Community	https://www.reddit.com/r/SEO/