



Search Engine Optimisation

A one day, 5 star rated course from the Marketing Training experts



SEO Course

This is a one day training course that will give you a good understanding of how search engines rank your web pages, how to identify the best keywords to target and how to implement an SEO programme of on-page and off-page techniques.

Google controls around 90% of UK searches and over 70% worldwide. Understanding how to appear high in their results pages can be critical for a business.

This course will show you how to optimise your website to get high rankings in Google; and how you can build your domain and page authority to gain higher rankings.

Suitability - Who should attend?

This training course is ideal for anyone who wants their website to appear high in Google Search results.

You might have some experience of SEO, but it is not necessary for the course.

Price and Venues

Manchester: £265 + VAT

Leeds: £295 + VAT

Liverpool: £295 + VAT

Martin was a great teacher, explaining everything clearly and applying everything back to my business and making it very easy to understand. For someone who has done very little with SEO before the course, he was very understanding and explained everything in great detail. Would definitely recommend to other companies.

Molly Hadfield | GymCube

Private & One to One courses

We offer private and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided





Thank you so much for Wednesday – I found the course absolutely fascinating and it is already impacting how I write for web. I'm looking forward to really knuckling down to optimise our pages.

Amy Sumner | Gladstone's Library

Search Engine Optimisation

COURSE OUTLINE

This SEO Course will teach you how to achieve higher rankings in Google and Bing for your website pages and target keywords.

Introduction to SEO

- How Search Engines work
- Personalisation and localisation
- The ranking factors
- Understanding SERPS pages

SEO Strategy

- Setting objectives
- Practical session in Keyword Research
- Understanding on-page ranking factors
- SEO Planning

On-Page Optimisation

Looking at your own website(s) we will look at

- How well your pages are optimised
- How can you optimise your pages further
- Reviewing competitors optimisation
- Your content management system to see how you can implement the changes

On-Site Optimisation

- Structure and URLs
- Internal link structure
- Page speed and errors
- Duplicate content and other issues

Off-Page Optimisation

- Link building and PageRank
- Checking backlinks and competitor links
- Content marketing for SEO
- Social Media and PR
- Google My Business
- Citations, mentions and building authority
- Directories, forums and answers

Measurement

- KPIs and measuring success
- Google Search Console Reports
- Other metrics and tools

To book please see next page

Your course is a fantastic insightful opportunity for anyone wanting to gain a better understanding of Search Engines and how to attract certain target audiences. I found the one-day-course very good value and hope to enrol on other training courses.

Cezara Pallister | KMP Digitata



I attended the SEO Course and I found the course perfect for my requirements. The quality of information provided was excellent, as was Martin's presentation skills, the information and knowledge I received will prove extremely valuable for our online performance going forward.

Karl Middleton | Trelleborg

How to book

To reserve your place on our SEO course, simply pick your preferred date and location, and send us an email or give us a ring.

Or if you prefer, we offer private and In House training on request.

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

We offer group booking discounts for two or more delegates.

