



Advanced Search Engine Optimisation

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



Advanced SEO Course

This is a one day Advanced SEO training course. It covers more advanced features of search engine optimisation than our SEO Essentials Course, aiming to develop basic SEO knowledge further.

Understanding how to appear high in the results pages and how can be critical for a business.

This course will show you how to optimise and maintain your website in order for it to perform its best for both users and search engines.

We will conduct a Technical On Site audit* of your website to use as a reference in your training where possible so you can gain a real world understanding of the topics covered.

Suitability - Who should attend?

This training course is ideal for marketing managers, developers or for anyone who wants their website to appear high in Google Search results.

You should have a basic understanding of SEO

Price and Venues

The course can be held at our office at Manchester Science Park or at your premises

Private Courses Only from £495+vat

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

Thanks once again for the Advanced SEO Training Day, it was incredibly insightful and the SEO Audit/SEO tools we went through will be instrumental for our website.

Charlene Giles | Farrat Isolevel

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.

**Audit is a limited overview of your website*

Google

5.0 ★★★★★

No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided





Advanced Search Engine Optimisation

COURSE OUTLINE

This Advanced SEO Course looks to further improve your understanding of how to optimise your website so that search engines can crawl and index the content

Introduction

- How Search Engines work
- Personalisation and localisation
- The ranking factors
- Google Algorithms
- Understanding SERPS pages
- Keyword Research
- Technical On Site Audit* Run Through

On Site Technical

- Response Codes
- HTTP / HTTPS
- Common Duplication Issues
- Controlling Search Engines

- JavaScript – What can Google See?
- Site Speed
- How does google see your site?

On-Page Optimisation

- Link Structure
- Structured Mark Up

Mobile

- Mobile First Index
- Mobile Options
- AMP
- Mobile Considerations

Off-Site Optimisation

- Content Marketing
- Competitor Analysis
- Backlink Profiling
- Google Penalties & How to Recover

Tools

- Utilising Google Tag Manager for SEO

- Using Crawling Tools (Screaming Frog)
- Other Useful Tools

Other

- International SEO
- Common Ecommerce Issues
- Migration Best Practice to maintain SEO

How to book

To book an private Advanced SEO course simply send us an email or give us as ring.

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

