



# Search Engine Optimisation Course

A 5 Star Rated course from the Marketing experts





# Search Engine Optimisation 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.

## Introduction

Google controls around 90% of UK searches and over 70% worldwide. Understanding how to appear high in these 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.

## Who would benefit from this course?

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

## Public Course Venues and Prices

|             | 1 Delegate | 2 Delegates |
|-------------|------------|-------------|
| Manchester: | £265 + VAT | £450 + VAT  |
| Leeds:      | £295 + VAT | £495 + VAT  |
| Liverpool:  | £295 + VAT | £495 + VAT  |
| Birmingham  | £295 + VAT | £495 + VAT  |
| Online      | £190 + VAT | £320 + VAT  |

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

## Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

## Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £590 and Online from £190 (half day) or £350 (full day). Please email or call us with your preferred venue, number of delegates and any requests.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

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

Google

5.0 ★★★★★

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  
Keyword Research  
Understanding on-page ranking factors  
SEO Planning

### On-Page Optimisation

Looking at your own website(s):  
How well your pages are optimised  
How to optimise your pages further  
Reviewing competitors optimisation

### 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 & competitor links  
Content marketing for SEO  
Social Media and PR  
Google My Business  
Citations, mentions & 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**

Google

5.0 ★★★★★

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



For private courses the course content can be adapted to suit your requirements.  
Please contact us to discuss your requirements.



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## Why Choose M Training's Search Engine Optimisation Training Course

- Run by a specialist Digital Marketing trainer with over 9 years' experience running SEO campaigns for businesses & agencies
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester Leeds, Liverpool, and Birmingham.
- Choose from public, one to one and private group courses
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

## Private and One-to-One Courses

One-to-one and private group courses are available from £590 for a one day classroom course and from £190 (half day) £350 (full day) for a private online course .

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

## How to book

**To reserve your place on our 1 Day SEO course, simply pick your preferred date and book on our website, send us an email or give us a call.**

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

**Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)**

**Call: 0161 226 6032**

**Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)**

**We offer group booking discounts for two or more delegates.**

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