Generative Engine Optimisation Course

A 5 Star Rated course from the Marketing Experts

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GEO Course

Learn practical strategies to structure, optimise, and position your content so it becomes a trusted source for AI-generated answers, helping your brand stand out in an AI-driven search landscape on this 1 day course.

Introduction

AI search is changing how content is discovered, cited, and ranked.

In this course, you'll learn how to structure, write, and optimise content so it becomes a trusted source for AI tools.

Practical exercises using your own website or content examples help you apply these strategies in the real world.

Who would benefit from this course?

- SEO specialists and content creators
- Marketing managers and brand strategists
- Agencies offering AI-optimised services

Basic SEO knowledge recommended

In House Classroom & Online Courses

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

Our classroom courses are run at our premises or at yours anywhere in the UK.

Our online courses are held on Zoom and are available for people anywhere in the world with internet access.

You will be able to able 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 £690 and Online from £590. Please email or call us with your preferred venue, number of delegates and any requests

Small Class Sizes

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Materials

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

Google

5.0 ★★★★★

"Excellent course and delivery from Jon.

He used relevant examples tailored to my company and area of work and I found the whole day very useful and engaging.

Thank you"

F.Ball & Co

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Generative Engine Optimisation

Course Outline

Introduction to AI Search

- Shift from traditional search engines to AI
- How AI finds and summarises content
- Differences from Google results
- GEO fundamentals explained
- Role of AI in SEO strategy

AI Content Evaluation

- AI bots: ChatGPT, Perplexity, Gemini
- Structuring content for AI citations
- E-E-A-T signals for AI relevance
- Key signals AI uses to rank content

Content Structure & Markup

- Effective headings & paragraph flow
- Using FAQ and structured data

- Content that's crawlable & quotable
- Positioning your site as an answer source

Natural Language Optimisation

- Target questions, topics & concepts
- Align content with conversational search
- Understand how users phrase queries
- Focus beyond traditional keywords

Creating AI-Friendly Content

- Write clear, factual, accessible content
- Avoid marketing fluff for AI readability
- Structure benefits, features & CTAs
- Improve clarity & accessibility

Content as Knowledge Assets

- Create evergreen, reusable content

- Develop knowledgebases & listicles
- Use topic clusters & internal linking
- Optimise for repeated AI citation

Authority Signals in the Age of AI

- Build credibility via inbound/outbound links
- Use contextual citations & expert contributions
- Generate brand mentions AI recognises
- Strengthen internal linking for authority

Measuring AI SEO Performance

- Track AI citations & brand mentions
- Evaluate content with fewer clicks
- Identify new AI performance indicators
- Adapt measurement for AI visibility

Google

5.0 ★★★★★

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

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GEO Course

Why Choose M Training's GEO Training Course

- Run by a specialist Digital Marketing trainer with over 17 years' experience in Digital Marketing

- 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 £690 for a one day classroom course and from £590 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

Simply send us an email or give us as call.

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.

"Jon was brilliant. He was knowledgeable, friendly, and a great teacher.

He tailored the content to my company, which meant I left with clear, practical tasks and goals to apply in my workplace.

This made the course feel extremely worthwhile.

Thank you!"

Alice
Urenco Isotopes