



Generative Engine Optimisation (AI SEO)

1 Day | Private or Public | Classroom or Online



UK Register
of Learning
Providers

www.mtraining.co.uk

Course Overview

GEO Training

Learn how to structure and optimise content to improve your visibility and credibility in AI-powered search.

Introduction

AI-powered search is changing how people discover information online.

This practical one-day course explores how AI systems find, interpret and select content, and how you can adapt your content strategy accordingly.

You will learn how to create clear, AI-friendly content, optimise for conversational search and build authority signals that increase the potential for your content to be referenced in AI-generated answers.

Course Objectives

By the end of the course, you will understand how AI search differs from traditional search and the key factors that influence AI visibility. You will develop practical techniques for structuring, writing and optimising content for AI systems, including natural language optimisation, structured data and knowledge assets. You'll also learn how to build authority and measure your visibility through AI citations, brand mentions and other emerging performance indicators.

Who would benefit from this course?

This course is suitable for SEO specialists, content creators, marketing managers, brand strategists and agencies offering AI-optimised services. A basic understanding of SEO is recommended.

Highlights

-  5 Star Rated Course
-  Small Class Sizes
-  100% Trainer led
-  Practice Led Learning
-  3 Months Online Support
-  Detailed Course Materials
-  Certificate of Completion
-  Lunch Provided
-  Private Or Public Courses
-  Classroom or Online



Course Outline

Leadership & Management

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, Claude
- ✓ 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

“

I would highly recommend M Training courses due to the high value content and for the fact they were tailored to our website. The trainer was very knowledgeable and friendly! I would definitely use M Training for any future courses, Thanks

”

Jodie P,

Ascot Mortgages Ltd



Delivery Options

Generative Engine Optimisation

Public Open Courses

We offer this course as an open public course. Dates can be found on our website.

These are ideal if you are booking for one to four people and don't have the budget for a private course.

Our public courses are **limited to 6 people** to ensure you get the help and support you need.

Venues

- ✓ Manchester Science Park
- ✓ Online (via Zoom)

Timing

9:30am to 4/4:30pm

Public Course Pricing

- 1 Delegates – From £250 + VAT*
- 2 Delegates – From £375 + VAT*
- 3 Delegates – From £485 + VAT*
- 4 Delegates – From £565 + VAT*

Private Inhouse Courses

We offer this course as a private course.

Dates will be sent to you to choose from.

Private courses are ideal for 1-2-1 or group bookings, or if you want the course content designed to your specific needs.

Venues

Online via Teams or Zoom

Inhouse at your offices

At one of our training centres

At a venue of your choosing

Timing

Normally 9:30 to 4/4:30 but this can be altered to suit you.

Private Course Pricing

From £590 + VAT*

Please call 0161 226 6032 or email info@mtraining.co.uk with details of the venue and number of delegates to receive a quote.

* Please check website or email us for latest prices and discounts

 INHOUSE (UK WIDE)

 MANCHESTER

 Online

[Click here](#) for dates and the latest prices or email info@mtraining.co.uk



Reviews

M Training Delegate Feedback



I felt much more confident in my job role following the session.

Khrystina K, Salford University

I just wanted to take the time to let you know how much I and the team have enjoyed your training sessions. Overall, the trainers we have met have all been really easy to get along with, they're dedicated, have our interests at heart and we would have no hesitation coming back to M Training, should we need you again in the future. All classes have been online, but the way this year has gone, it's something we've all become more used to! The class sizes are good though, as it means you can still have your voice heard when needed.

Kayleigh James, R52

[The trainer] was very friendly and insightful. Would recommend the course to others.

Steph F, We Are Boutique

I've attended three M Training courses in the past five months; SEO, Google Analytics and Google Ads. All have been extremely informative and very enjoyable. Would highly recommend.

Emma D, Alphasonics

Really enjoyed the course and found it very helpful. The trainer had lots of advice to give.

Matthew P, Alliance Automotive Group

Personal, practical and clear approach. I have found it really helpful. I am leaving feeling a lot more confident. Thank you.

Lauren B, Manchester Cares

Excellent delivery, informative, great analogies and thorough explanations.

Tayla T, Crystal Collections Ltd

Great experience, Great tutor at a great central setting close to University of Manchester University. No negative points, would highly recommend.

Richard A, University of Manchester

I would like to take this opportunity to thank you for the 3 days I've spent training with you, the courses were very informative and presented in comfortable atmosphere which made participation very easy. The content of the courses were really helpful and I feel I've gained a lot from both, I've given this feedback to management at Scholastic and recommended that we should use your company in the future.

Miriam C, Scholastic



Why choose M Training?

-  Rated 5 Stars in Google, Facebook, Find Courses and on post-course feedback
-  Highly experienced and qualified trainers who are experts in their field
-  Small Class Sizes for personal support throughout your course
-  Convenient locations in Manchester, Birmingham, Leeds, Liverpool & Online
-  Private 1-2-1 and group courses online and in classroom anywhere in the UK
-  Detailed course notes/training manuals
-  Free Certificates of Completion
-  3 months ongoing email support

How to Book

If you have any questions, or would like to book a course, send us an email or give us a call.

Email: info@mtraining.co.uk

Call: 0161 226 6032

Visit: www.mtraining.co.uk

Payment: We will invoice you and you can pay by bank transfer or credit card.

We work with:



Manchester: Base, Greenheys Lane, Manchester Science Park M15 6LR.
Leeds: West One, 114 Wellington Street, Leeds, LS1 1BA.
Birmingham: Cornwall Buildings, 45 Newhall Street, Birmingham, B3 3QR.
Liverpool: The Plaza, 100 Old Hall; Street, Liverpool L3 9QJ.

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