



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 there 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:	£295 + VAT	£450 + VAT
Leeds:	£295 + VAT	£495 + VAT
Liverpool:	£295 + VAT	£495 + VAT
Birmingham	£295 + VAT	£495 + VAT
Online	£250 + VAT	£375 + 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 £550. 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

Optimising for AI - Generative Engine Optimisation (GEO)

- Understand how to optimise your content for the influx of AI apps that are slowly starting to replace traditional search

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.



Search Engine Optimisation Course

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 £550 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

Call: 0161 226 6032

Or visit: 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