



Advanced SEO Course

A 5 Star Rated course from the
Marketing 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.

Introduction

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.

Your website will be used to provide examples within your training where possible so you can gain a real world understanding of the topics covered.

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

Who would benefit from this course?

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

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.

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 ★★★★★

I thoroughly enjoyed the Advanced SEO course.

I learnt different techniques on how to move forward with our current SEO activity and tools to accomplish our goals for the future.

The trainer was both friendly and informative.

Libby Abbott
Direct Insurance



Advanced SEO

Course Outline

Introduction

- How Search Engines work
- Ranking Factors
- Understanding SERPS pages
- Google Algorithms

Keyword Research

- Undertaking Keyword Research
- Choosing Your Keywords
- Understanding User Intent

Onsite Technical

- Response Codes
- HTTP / HTTPS
- Mobile Friendliness
- Creating Sitemaps
- Robots
- JavaScript Implications

- Structured Data
- Site Speed Issues

On-Page Content

- Content Optimisation
- Link Structure
- Structured Mark Up
- Optimising Images

Off Page

- Content Marketing
- Competitor Analysis
- Backlink Profile Auditing

Optimising for AI - Generative Engine Optimisation (GEO)

- Learn how to optimise content for AI-powered search tools like ChatGPT and Google's AI Overviews

- Explore AI search trends and the best-performing content types for generative engines
- Use structured data and robots.txt to influence how AI systems interpret and index content
- Track and monitor your content's visibility in AI-generated search results

Tools

Optional

- International/Multi Language SEO
- Faceted Navigation Optimisation
- Migration Best Practice Process
- Google Penalties and How To Recover

To book please see next page



5.0 ★★★★★

The advanced SEO training delivered by Luis was excellent.

More areas of SEO were included than I expected and I've come away much valuable knowledge that I can share with our marketing team in order to build our SEO strategy."

Natasha Bolger |
Redbank Disabled Living



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

Advanced SEO Course

Why Choose M Training's Advanced SEO Training Course

- Run by a specialist Digital Marketing trainer with over 9 years' experience in SEO
- 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 location in Manchester.
- Detailed course notes provided
- Lunch & refreshments provided (when at our premises)
- 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 .

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 book a 1 Day Advanced SEO course, simply get in touch to organise the course and date

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.

Luis made the [Advanced SEO] course open ended which was appreciated and that's my preferred style on courses.

One of the most informative yet effective courses I've been on in a while and could tell the extra effort was made to make the course more bespoke to our Group of companies

Daryl Patel | Hydravalve

