

Search Marketing – Organic/Natural (SEO)

London - 28th April & 12th July – 1 day

Manchester - 19th May – 1 day

SEO is not a mystery: it's about attracting the right customers at the right time. Completing this course will equip you with the necessary understanding, technical know-how and insight to build a SEO strategy that will stand up in today's fiercely competitive online marketplace.

Learn best practice methodologies and strategic skills to equip you with the knowledge necessary to plan and implement a successful SEO campaign for maximum possible returns. Learn also how to manage your online brand in order to increase its market share in the natural listings. Be able to devise a strategy that will measure and analyse search term performance, key word conversion visitor traffic from Google, Yahoo and all the main search engines and competitor activity. You will become expert at spotting and taking advantage of quick-win opportunities and tracking the results.

“If you're in the business of creating or re-purposing content for the web, these courses give you everything you need to ensure that your content performs well in searches online.”

Tim Tucker – APA Training Consultant

Key learning outcomes

- Understand the key components of a successful natural search strategy, new SEO innovations and quick-win opportunities
- Refine your approach to key phrase analysis and content to increase the performance of your website on search engines
- Understand the importance of usability and design to maximise your website performance
- Improve your reporting and strategies for harnessing new innovations to boost SEO

Trainer – Jeremy Spiller



Jeremy has worked with the internet since 1990 and with the web since 1994. In 1995 he founded Clockwork Web which went on to become one of the top ten agencies in the UK, working for clients such as The Rank Group, Dun & Bradstreet, Hi-Tech Sports, Red Dwarf, Pete Townshend and Premier Brands.

In 2003 Jeremy founded award winning search marketing, social media and development agency [White Hat Media](#). White Hat Media's clients include Microsoft, Toshiba, The Royal Opera House, The Gym Group, Coty, and Yardley. Jeremy is an expert in web marketing, and in particular search and social media marketing. He regularly writes articles, runs workshops and speaks at conferences on the subject for organisations such as The Chartered Institute of Marketing (CIM) and Sussex Enterprise.

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