XCELERATE TRAINING INSTITUTE

your learning & development partner

INFORMATION TECHNOLOGY

# Search Engine Optimization Training Course

| DURATION | LANGUAGE | FORMAT |
|---|---|---|
| 5 days | English | Classroom / Online |

## Upcoming dates

| Dates | Venue | Format | Fee |
|---|---|---|---|
| 17 – 21 May 2027 | Live online | Online (live) | €1,200 |
| 22 – 26 Nov 2027 | Live online | Online (live) | €1,200 |
| 27 – 31 Dec 2027 | Istanbul | Classroom | €3,600 |

### Register or ask a question

Online: x8ti.com/course/search-engine-optimization-training-course/

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# Search Engine Optimization Training Course

## Introduction

This Course by Xcelerate Training Institutes is designed to provide a comprehensive understanding of Search Engine Optimization and its application in boosting online sales. Targeting beginners, it offers a solid foundation, while intermediate and advanced courses cater to IT professionals and web developers. The curriculum is aligned with current market trends and can be customized to meet specific training needs.

## Learning Objectives

### Upon completion, participants will:

- Grasp the key factors influencing Google rankings.
- Master keyword research and SEO content creation.
- Implement basic SEO strategies to improve search engine visibility.
- Analyze competitor SEO tactics and link profiles.
- Develop a prioritized SEO action plan for their website.

## Training Methodology

This Course by Xcelerate Training Institutes will cover the fundamentals of search engine optimization, including keyword research, on-page optimization, link building, and website analytics. Participants will learn how to improve their website's visibility and drive organic traffic through a combination of lectures, hands-on exercises, and real-world case studies. The course is designed for individuals with all levels of experience, from beginners to experienced marketers.

## Benefits for Your Organisation

This Course empowers your organization to significantly boost online visibility, attract more qualified organic traffic, and enhance website performance. By equipping your team with expert SEO knowledge, you'll gain a competitive edge, improve brand awareness, and drive sustainable growth. This investment in SEO training will directly contribute to increased website traffic, higher conversion rates, and ultimately, a stronger bottom line.

## Benefits for You

Our Search Engine Optimization (SEO) training course empowers you to dominate search engine results, attract organic traffic, and skyrocket your online visibility. Learn proven techniques to optimize your website for search engines, master keyword research, content creation, link building, and website analysis. Gain hands-on experience with industry-leading tools and strategies, and unlock the potential to boost your website's ranking, drive more leads, and achieve sustainable business growth.

## Who Should Attend

Marketing professionals and website administrators responsible for search engine optimization, content creation, or website updates.

# Course Outline

## SEO Fundamentals

- Define SEO and explain how search engines operate.
- Understand search engine crawling and indexing processes.
- Analyze the latest Google algorithm and best SEO practices.
- Recognize the benefits of SEO and common pitfalls.
- Identify crucial ranking factors and SEO mistakes.
- Optimize website structure, navigation, and content.
- Explore the impact of user engagement and social media on SEO.

## On-Page Optimization

- Define on-page SEO and its importance.
- Create high-quality, original content aligned with target keywords.
- Utilize keyword research tools effectively.
- Optimize page titles, meta descriptions, and headings.
- Address duplicate content and plagiarism issues.

## Off-Page Optimization

- Explain off-page SEO and its role in rankings.
- Understand different link types and their impact.
- Build high-quality backlinks to improve website authority.
- Analyze competitor link profiles and identify link building opportunities.
- Optimize anchor text and avoid potential penalties.

## Google Tools and SEO Tips

- Learn to use Google Analytics and Webmaster Tools.
- Stay updated on search engine algorithm changes.
- Leverage free SEO tools to enhance website performance.
- Conduct SEO analysis and develop an action plan

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# Registration Form

## Search Engine Optimization Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

### Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

### Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

### Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

### Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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