

A man in a grey blazer and blue shirt is standing and smiling, pointing with a white marker at a whiteboard. He is addressing a group of four people seated around a table. The setting is a bright, modern office or meeting room with large windows in the background. The overall atmosphere is professional and collaborative.

the marketors

ADVANCED SEO

www.themarketors.com

ABOUT US

The Marketors are a global network of thought leaders, trainers and subject matter experts spearheading excellence across the marketing profession.

Our vision is to revolutionise the way in which marketing training is delivered, received and used, in order to create actionable insights, personal development and drive business growth.

We aim to raise marketing capability and empower individuals and businesses to improve their performance, return on investments and economic growth.



100

Countries



50

languages



250

Trainers



180

Courses





RAISING CAPABILITIES

Working with The Marketors gives you exposure to the best-practice techniques that have been tried and tested across some of the world's largest brands. All of the training we design and deliver is shaped by insights, has a practical focus, and has the aim of raising capabilities and creating a positive and transformational impact.

We build world-class performance through our customised and bespoke solutions which are driven entirely by business needs. Our global reach, extensive knowledge and vast experience ensures that no matter what the business issue, we can be relied upon to improve your marketing, communications and sales capabilities.



Global Reach

Flexible and diverse trainer pool



People Transformation

Behavioural change experts



Business Impact

Propelling people's performance



Bespoke Solutions

Made to measure learning.

OUR APPROACH

We work with organisations all over the world to help them raise their capability in sales and marketing to support and drive their business strategy. Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation. We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.



SOSTAC®

Smart
Insights

The Marketing &
Leadership Academy
Aspire to Inspire

Circus Street™

Workshop Overview



SEO is as critical today as it ever has been for any business wanting to drive targeted visitors to their website. Our SEO Training Course in London is designed to provide you with a clear day of expert led SEO training focused on improving your SEO skills so that you can research, plan and execute SEO campaigns that adhere to the latest search engine requirements and drive the highest possible return for your organisation. Learn about Google's latest search rating guidelines, including YMYL and E.A.T. rating guidelines, and understanding exactly what improves your destination websites performance from a usability point of view as well as domain authority.

Benefits



Better SEO planning, implementation and budget management can all be learned in this intensive workshop. These skills will eventually lead to a much-improved return on any SEO investment by you or your organization. Monitoring the developments in online algorithms will also be covered to ensure you are up to date with the latest SEO trends.

Outcomes & Content

- ✓ Targeting the right users for b2b and b2c
- ✓ SEO Keyword research & KPIs
- ✓ Campaign structure
- ✓ On page optimisation
- ✓ YMYL/E.A.T guidelines
- ✓ Onsite authority
- ✓ Ecommerce/Retail SEO
- ✓ B2B SEO & on page optimisation principles
- ✓ Schema tagging
- ✓ Google My Business
- ✓ Google's Algorithm
- ✓ Auditing a backlink profile
- ✓ Quantifying backlinks
- ✓ Free & Paid tools/resources
- ✓ Digital PR
- ✓ SEO Performance reporting



Who should attend ?

Participants on the 1 Day SEO Course in London are typically either inhouse SEO professionals working client side, Marketing managers, business owners and SEO professionals from agencies. We recommend you have a strategy or campaign goal that you want to achieve ready to share as our SEO trainers will use this to tailor the course to your specific needs, ensuring you leave the day with clearly actionable insights.





WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in marketing to support and drive their business strategy.
 - We act as your learning partner by bringing together some of the world's leading marketing experts, consultants and trainers.
 - We draw on their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the business's strategic aims.
 - Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution orientated and focussed upon measurable results for the individual and organisation.
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