

A man with a beard, wearing a grey blazer over a blue button-down shirt, stands in a modern office, smiling and pointing with a black marker at a whiteboard. He is addressing a group of four people seated at a table in the foreground. The seated individuals, including a man with a red beard and a woman in a blue blazer, are looking towards the whiteboard. The office has large windows in the background, letting in natural light.

**the marketors**



## Workshop Overview

Driving traffic to your website from search engines is an imperative and valuable element of your digital marketing and lead generation process. By attending this workshop, you will learn how to develop your website through better structure, design and usability so it has a greater chance of not only ranking in search results but improving conversions for customers landing on your website. You will also discover the latest keyword analysis techniques and link building plans whilst having hands on experience of using latest tools.



## Benefits

By attending this workshop, you will gain an introduction to Search Marketing and specifically the basics of SEO. This introductory level course covers how search works, the evolving landscape, keyword research and structurally how to optimise your efforts for better SEO results.

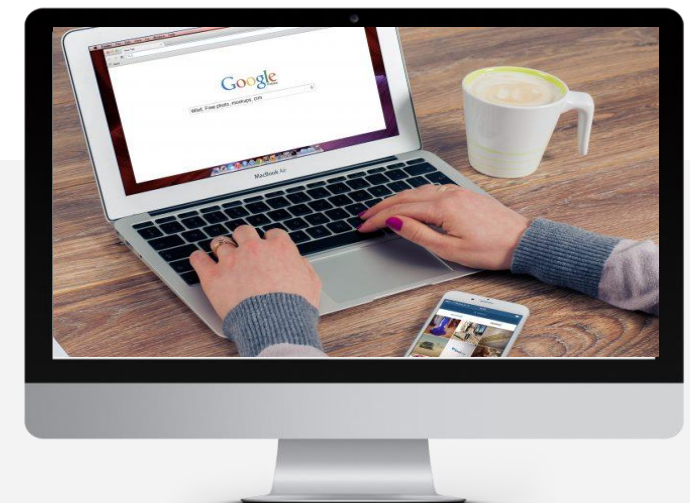
## Outcomes & Content

- ✓ Keyword analysis & Research
- ✓ What search engines are looking for
- ✓ Site visibility
- ✓ Reputation and redirection
- ✓ Schema Tagging
- ✓ Google My business
- ✓ HTML tags with impact on SEO
- ✓ How to plan a content marketing strategy
- ✓ The importance of links
- ✓ Competitor informed link building
- ✓ Link building through social networking
- ✓ PPC for search across other platforms and media



## Who should attend ?

This course is designed for all marketing professionals whatever their level or stage in career. This course is Ideal for those needing to understand SEO at a rudimentary level, whether that's marketers involved in online marketing looking to get the very best results for their search engine marketing or those with responsibility for developing the content or website.



## ABOUT US

The Marketors are the training arm of the POLARIS group providing organisations with a global network of thought leaders, trainers and subject matter experts who spearhead excellence across the marketing profession.

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

We aim to raise 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

CS Circus Street™



## 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 worlds leading marketing experts, consultants and trainers.
  - We draw on the their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the businesses 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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## CONTACT US



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## Stay Connected

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