

**TURN YOUR STAFF INTO  
KICK-ASS SEO  
SPECIALISTS.**



**EXPERT-LED SEO  
TRAINING COURSES**

[soaronline.co.uk](http://soaronline.co.uk)

[harry@soaronline.co.uk](mailto:harry@soaronline.co.uk)

0345 207 3727

# THE TRAINERS

Soar Online is a digital marketing agency set up in 2016.

Our SEO Specialists have over 25 years of experience in the field and have planned and delivered SEO campaigns for a number clients around the UK.

We have been running our training courses for over 6 years and have created an unrivalled course structure fit for SEO beginners and novices.

All costs are fixed. It does not matter if you wish to train 1 person or 10, the cost does not change.

# THE COURSES

## One Day Course: SEO Basic

**£495**

This is an excellent course for those who are complete novices to SEO.

We'll run through the basic concepts, definitions and fundamentals to get you making the essential changes that could give your digital activity a boost.

## Three Day Course: SEO Complete

**£1000**

This course is for those that are serious about implementing the full suite of SEO tactics.

Learn the fundamentals & advanced knowledge and skills available as well as analysis and reporting tools.

Learn to fully maximise your digital potential .

# THE BENEFITS

## You choose the location

We can conduct our courses at either:

- Your offices (UK Only)
- Our offices (London or Birmingham)
- Remotely via Google Meet

## Post Course Support

As well as the course delivery, Soar will provide:

- A free in-depth audit of your company website
- All of the presentation slides and materials
- 3 hours of on-going marketing support

The logo for SOAR, featuring the word in a bold, white, sans-serif font with a stylized flame or wing-like graphic on the left side of the letter 'S'.

# SOAR

A background image of a classroom or meeting room with a blue tint. A woman is standing at the front, and several people in the audience have their hands raised, suggesting an interactive session.

# ONE DAY COURSE: SEO BASIC

Stay on top of the latest trends in digital marketing.

# UNDERSTANDING SEO

## What is SEO & why is it important?

- An introduction into the Search landscape
- Understanding Search Engines
- Understanding optimisation for Google and other engines
- Search Engine Optimisation vs. Search Engine Marketing (SEO vs SEM)

# BASIC ON-SITE SEO

## An SEO Checklist for your website

- Web Page Optimisation
- Search Engine Spiders – How to test and record
- Crawl Rates
- Crawl Errors
- Meta Tags (Title & Description)
- H1s, 2s, 3s & 4s
- Page Structure
- Images - Copyright, Sourcing, Optimisation
- Sitemaps - Creation, Submission and Optimisation
- Sub Footer – What is a Sub Footer and why do we want one?
- Menu Optimisation
- Navigation – The Importance of Correct Navigation
- Robot Text Files - What are they and how to use them

# BASIC OFF-SITE SEO

## Your off-site SEO Checklist

- What is Off-site Optimisation and how does it affect your website?
- Hosting Offsite and how it affects your website
- Bad Neighbourhoods
- Sharing Servers
- Negative SEO – Beware!

# IMPORTANT THINGS TO REMEMBER

## Core principles of SEO

- The Important Do's and Don'ts
- Common Mistakes
- Common Misunderstandings
- Black Hat SEO vs. White Hat SEO

# SEARCH ENGINES

## How do search engines work?

- Search Engines – How they work
- Google Domination? The stats
- Other Search Engines & their traffic
- Optimising for other search engines
- Monitoring
- Reporting



The logo for SOAR, featuring the word "SOAR" in a bold, white, sans-serif font. The letter 'S' is stylized with a white flame-like shape extending from its top left. The logo is positioned in the top left corner of a blue diagonal banner that runs across the top of the image.

**SOAR**

A background image of a business meeting in a modern office. A man in a dark suit stands on the left, gesturing while speaking to a group of people seated around a table. The room has large windows overlooking a city. The image is overlaid with a semi-transparent blue filter.

# THREE DAY COURSE: SEO COMPLETE

Turn your team into lead generating machines.

# CONTENT OPTIMISATION

## 2021 best practices that rank well

- Optimum Page Size
- Optimum Content
- Keyword Research
- Semantic Optimisation
- Voice Search Optimisation
- Content Keyword Structure & Reporting
- Natural Language Processing
- Search Intent & Page Theme
- Content Silos

# LOCAL SEO

## How to rank well in your area

- Structured layout of local base queries
- Google My Business
- Bing Places
- Local Search Intent
- Local vs non local SEO optimisation
- Long Tail Keywords

# LINK BUILDING

## Build a successful back-link profile

- How to identify Good Links
- How to Identify Bad Links
- How to Remove Bad Links
- How will a poor linking strategy affect your website
- Web Directories - yes or no?
- Link Juice – What is it and what should you know
- How to monitor links
- How to report links

# MOBILE & UX

## Is your page optimised for UX?

- Importance of Mobile Friendly
- Mobile Stats and Case Studies
- Core Web Vitals
- Testing performance
- Plugins
- The Do's and Don'ts
- Customer Journey
- Impact on Ranking
- Building a Mobile Strategy

# GOOGLE ALGORITHMS

## What are they? Are they important?

- Google Panda
- Google Penguin
- Google Hummingbird
- Google Penalties
- How to know if your site has been penalised
- How to Avoid Google Penalties
- How to recover from a Google Penalty

# GOOGLE CONSOLE

## Troubleshooting, maintaining and indexing

- What is Google Search Console?
- How to use it on a daily basis
- Track Impressions & Clicks
- Track Queries & Pages
- Track SERP Positions

# TRACKING & MONITORING

## Learn how to monitor SEO campaigns

- What tools are available?  
Google, Clicky eg
- What metrics to look out for
- Measuring keywords
- Measuring rankings
- Measuring Traffic
- Domain Authority
- Page Authority

# COMPETITOR ANALYSIS

## Identify, track and outstrip your competitors

- How to monitor your competitors' online success
- How to create regular reports
- How to perform an audit of their websites
- How to 'step in front' of your competitors' audience

# AUDITING

## Keeping your website healthy

- Tools you can use to audit
- How to perform a regular audit
- Things to look out for when analysing your own website's health
- Red flags

# 2021 & BEYOND

## Strategising for the future

- Best place for online info
- Google Webmaster Blog
- Keeping up with SEO trends
- Changing Google Updates
- Keeping it 'Fresh'
- Google Trends
- How to plan for the future

# BUILDING BUSINESS OPPORTUNITIES ONLINE

## Planning for 2021 & beyond

- How to generate leads from your website
- How to build website traffic quickly
- How to build on your competitors' hard work
- How to increase revenue from your website
- How to convert website traffic into leads
- How to convert leads into revenue
- How to maximise ROI (return on investment)
- How to track and monitor your team's activity
- How to record and monitor results/performance
- How to become an authority in your field

The logo for SOAR, featuring the word "SOAR" in a bold, white, sans-serif font. The letter 'S' is stylized with a white flame-like shape extending from its top left. The logo is positioned in the top left corner of a blue diagonal banner that spans across the top of the image.

# SOAR

A man with a beard and short hair, wearing a dark blue button-down shirt, is sitting at a desk. He is looking at a smartphone in his right hand while his left hand is raised in a fist, suggesting excitement or success. In front of him is an open laptop displaying a website. The background is a blurred office or home workspace with a potted plant and a coffee cup. The entire scene is overlaid with a semi-transparent blue filter.

# WHAT TO DO NEXT

How to book your SEO Training.



# BOOK YOUR TRAINING WITH SOAR ONLINE

## GETTING STARTED

1. Decide whether you want the 1 Day: SEO Basic or the 3 Day: SEO Complete training course
2. Decide whether you want the training at your offices, our offices or remotely

To book your SEO training, you can either:

1.

Head to our [training page](#) and use the form to book a call with us

2.

Contact Harry Foster on:

E: [harry@soaronline.co.uk](mailto:harry@soaronline.co.uk)

T: 0345 207 3727

M: 07708095698

### THINGS TO NOTE

All travel expenses for our trainers will be paid by you.

All course material will be backed up with training 'how to' videos post-course.

AND IT'S AS SIMPLE AS  
THAT.



# EXPERT-LED SEO TRAINING COURSES

[soaronline.co.uk](http://soaronline.co.uk)

[harry@soaronline.co.uk](mailto:harry@soaronline.co.uk)

0345 207 3727