

SEO Training Bristol, Somerset and UK Courses 2020

SEO Training Courses UK Nationwide 2020 In-House Full Day

Small Business Specialist with 30 Day Support. One on One coaching.

UK in house training provider with a Nationwide service. Full 8 hour day.

Benefit from 11 years' experience in SEO training and WordPress with small businesses and also white labelling my services with web development companies. I offer a 360 degree SEO course delivered bespoke to your company website, industry and target audience one on one.

[Send me a message](#) with your website address to begin.



SEO – Google and Bing Optimisation Tuition (for one person) from £700 plus travel / B&B if not in Weston-super-Mare. Please note: Additional delegates £200 per person.

You'll benefit from one on one communication, a free website audit in advance, personal one to one training on the day and

something most companies do not offer – **30-days follow on support.**

Weston super Mare, Somerset and Bristol SEO Training

Training for local businesses in Somerset can be arranged at my home office, I'm based in central Weston-super-Mare right across from the train station for easy commute from local areas such as Bristol, Taunton, Bridgwater, Wales, Gloucester and Somerset.

You'll benefit from one on one communication, a free website audit in advance, personal one to one training on the day and something most companies do not offer – 30-days follow on support.

- How to research the correct keywords for your business
- Blocking your own visits in Google Analytics leaving you with accurate visitor data
- Verify your website in Google, Bing / Yahoo
- Ensure your content is clean with Headers and matching meta tags
- Google Search Console overview and connecting with Google Analytics
- Connect and verify your website with Google+ Business and Google Maps
- Google Analytics training for simple traffic reports, monthly email set up
- Introduction to Google Blogspot and the clear advantages of all Google products
- Insight into YouTube and how to push your website up with a 5-point secret plan
- Ongoing weekly SEO tasks as homework to push your

business higher in SERPs

Even if you know absolutely nothing about SEO, or have read about “meta tags” but don’t understand, every single hour is personalised to your ability and company requirements. I’ve trained in Wales, throughout the UK and delivered a training class to a room full of 10 web designers in Ireland – any size company, SME owners or as a team with many delegates.

2020 - Google page 1, position 1 for "SEO FREELANCER UK"



On-page and Off-page SEO Methods 2020

Page sculpting for SEO is a practiced art. Your training day will include a 10-point plan to writing perfect Search Engine content, I call it ‘Google Food’. Writing new content as a blog post or creating new pages on your website follow the same rules.

WordPress Websites and eCommerce Magento 2 or Shopify Platforms

In my opinion WordPress is the most popular and globally-renowned platform with unrivalled SEO capabilities. Short term SEO wins can be demonstrated for locally targeted search phrases which may take longer with heavyweight platforms such as Magento 2.

Sculpting WordPress blog posts with tags and categories comes second nature to me and I'll easily show you how to rank swiftly for long tail search terms to prove that quick win SEO techniques do exist, and longer term SEO must be applied together with patience and dedication for UK Nationwide search terms. It is possible to rank in 2020 but it's my job to manage your expectations. There's no cheating!

What would you like to learn about SEO?

Have you just discovered what SEO is and are keen to learn the basics? It can be as straightforward as sending one member of staff to report back to your employees and pass on what was said on a course the day before, consider an in-house training day that promises to enlighten in a language you can understand, demonstrate specific recommendations for your website and inject a little bit of fun into the day.

I have enjoyed being in sales and marketing since 1992. Times move on from telesales and print advertising.

Moving onwards through 2020 advertising has moved over incredibly fast to online avenues; to sell successfully you no longer have to be on the high street, or indeed, own a shop.

Likewise, I have moved in parallel with this trend, entering the online marketing sector back in 2004 and naturally learning about online marketing techniques before I knew my new skills were called Search Engine Marketing. Search Engine Marketing (SEM) has a niche arm referred to as Search Engine Optimisation (SEO) and to date I have proved solid results for a broad range of different industries online. Do check out my [references](#).

There are millions of companies that purely sell over the internet, and competing with other ecommerce sites with a new website understandably raises concerns of longevity. At the core of any website is the need to provide revenue to maintain presence, from charities to sporting sites offering fans the opportunity to buy branded products, to recruitment and even niche websites providing a specialist item or service.

SEO Lady Case Studies

★ SEO Lady [3 year Case Study](#) – Google page 1 results 2016-2020

★ SEO Lady [Case Study 2020](#) – 17 years without one business enquiry

For a day rate I will need some information from you:

- Your website URL(s)
- Your competitors
- The office location (for travel costs)
- Target keywords (if known)
- Number of staff attending
- Details of previous SEO work carried out
- Administrative access to Google Analytics (if installed) for the SEO audit
- A brief outline of what you are looking to achieve

Easy, yes? I'll need a few things to provide an accurate cost quotation:

- How old is the domain?
- How long ago was the website first launched?
Have you had any previous SEO work carried out?
- When people use Google what search phrases would you like clients to use to find your website?
- Do you rank in Google already for any of these search phrases?
- What top 3 geographical areas are you wanting to target?

Your Name (required)

Your Email (required)

Subject

How can I help?

Recaptcha

30 Days Follow On Support – Email and Telephone

Connect with me after the training event with follow on questions on the points raised on the training schedule. This includes telephone support (maximum of 2 hours to be pre-booked) and email responses (fair use applies).

I'm happy to work with you on an hourly rate for additional and follow on tasks that were not covered in the training session.

