



Something for  
**EVERYONE!**



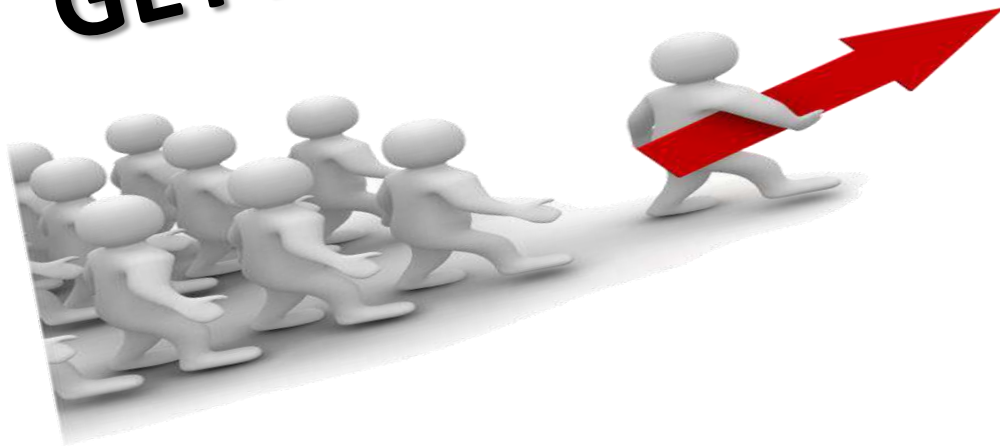
## Practical Training in Search Engine Optimisation

*“Be the change you wish to see”*

Specialist. 120 hours.



# GETTING STARTED



*Hello*

*What is SEO?*

*Why Certification in SEO?*

*Why should I Invest in SEO Course?*

*What will I learn?*

*The Course Contents*

*Get in touch*



# HELLO

*“ Work is afraid of a skilled worker ”*

The Learn My Way institute primes you with you those skills and what’s more - gives you Certification which is recognized and required all over the world.

Everyone can see in close what you’re capable of and what opportunities you can slot right into - or go create.

Pay a visit to us.



# WHAT IS SEO?



1

Basically (SEO) is the practice of augmenting both the quality and quantity of traffic going to your website by the use of the organic results of search engines.

Now you want more!

The more humans click the search engine results' pages, the more traffic. More traffic is always better.

2

What is meant by quality of traffic?

It's about attracting visitors who aren't random website users.

It's about getting those super specific users who are really interested in the products you have to sell.

3

What about quantity?  
What's that all about?  
This comes after the quality part.

4

But how can you learn about having traffic of a higher quality?  
How can you learn the basics of SEO and some SEO best practices to make sure you're all set for greatness?

This is **exactly** what this course is about.



# WHY CERTIFICATION IN SEARCH ENGINE OPTIMIZATION

*Search is still the number one way consumers start looking for products and services, so SEO is vital to just about every business.*

Having the fact that the benefits of adding SEO to your skillset are clear, SEO is not. Few years ago, In the early SEO was straightforward: Use keywords on your webpages and in your metadata, then get ranked by Google as a result.

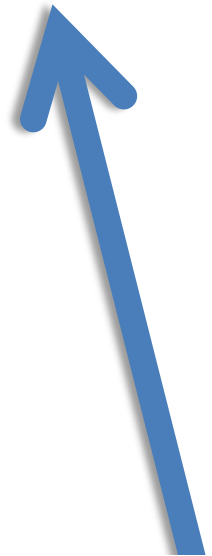
Today SEO requires knowing which keywords to put the emphasis on by researching and analysing, writing long content, building webpages, knowing how to use paid ads, getting clicks on the search results page—oh, and using keywords, although Google now takes a contextual rather than literal approach to keyword usage on the part of the searcher.

For all the above mentioned reasons, SEO is something that should be learned through a formal means like a certification program rather than on-the-job.

## Your SEO Certification:

**The following are just few benefits of your SEO certification;**

1. Gives you the skills you need to improves your digital marketing .
2. Tells you how would you boost your credibility.
3. SEO assists you to earn more high-quality traffic to your website. Unlike traditional marketing, digital marketing offers hyper-targeted tools.
4. SEO targets every stage of your buying funnel
5. SEO generates more leads, sales, and market share for your business



**Learn  
My Way**

[www.kbmmediasolutions.com](http://www.kbmmediasolutions.com)

# Why Should You Get an SEO Course or Certification?



- An SEO course is usually a certified program that allows you to study and dive into one or many aspects of SEO.
- An SEO certification is usually an additional educational experience you can enjoy after having gone through some SEO courses.
- SEO certifications usually offer advanced SEO training and help learners become experts in the field of SEO.

## How?

- By efficiently developing their skills so as to improve search engine rankings, increase overall website traffic, or even optimize for specific, [targeted keywords](#).



# What Will You Learn?



**By the end of this course, you will be able to:**

✓ Complete a competitive analysis on a webpage

✓ Develop a solid approach for achieving a productive and successful relationship with your client



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✓ Create influencer relationships and collaborations and analyze data to see which content gets the most shares

✓ Create a final report of your findings and recommendations for SEO and present your recommendations to your client



# Course insight

## VISIBILITY

**The present program covers the essential SEO (search engine optimisation) techniques necessary for a website to rank well on Google. A successful SEO strategy is one of the primary and fundamental ways in which business websites can attract new customers.**

### The Course Contents

1. Background about search engines optimization.
2. The importance of SEO for any website
3. Keyword Research Techniques and Tools.
4. Writing great Title and Meta Tags.
5. Developing Great Content.
6. How to build high quality Links to your site.
7. The Power of Blogging.
8. Understanding Local Search.
9. Google Day (Proper use of AdWords, Analytics,
10. Webmaster Tools, Google+)





DO NOT HESITATE

DO NOT MISS IT

## BE PART OF THIS COURSE?

The SEO program is ready for you.  
Let us jump into getting you on the spot

**SEATS ARE LIMITED !**

To book your free consultation, contact us via:

**Call: 020 3879 6948**

**Email: [info@workexperienceinlondon.com](mailto:info@workexperienceinlondon.com)**

**Visit: [www.kbmmediasolutions.com](http://www.kbmmediasolutions.com)**

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