



## Trained by the people that are winning the awards!

Our trainers are leading the SEO strategies on large multinational accounts.

Keeping up to date on all the latest trends and developments in the industry, we act as a strategic SEO partner for our clients.



### This is Adam.

With a background in content creation and strategic consultancy, Adam has built engaging and user-centric content solutions that align to SEO objectives.

## Typical Training Content

With an understanding of the language used by a target audience to search for information online, learn how to optimise content assets to increase traffic and awareness from the Search Engine Results Pages.

- ▲ Identifying opportunities
  - ▲ Techniques to help identify and prioritise the content that would benefit from additional optimisation
- ▲ Web Page Optimisation
  - ▲ Understand the key content elements to optimise in order to support increased relevancy and drive greater SEO traffic
- ▲ Advanced Meta Data Optimisation
  - ▲ Meta data is one of the key content fields that can target a large variation of relevant keywords. Understand how to maximise this opportunity.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

