



London TDM

# Marketing and Communication Training Courses

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 28 June 2026 To 02 July 2026

**Course Place:** Downtown Dubai

**Course Fees:** 5,000 USD

## Introduction

In the ever-evolving digital landscape, mastering Search Engine Optimization (SEO) is crucial for ensuring your content reaches the right audience. This 5-day professional course is designed to equip you with the latest SEO techniques, tools, and strategies to optimize your website effectively and improve its visibility on search engines.

## Objectives

- Understand the basics and importance of SEO
- Analyze the components of effective SEO strategies
- Learn techniques for on-page and off-page optimization
- Utilize tools and analytics for performance tracking
- Develop an actionable SEO plan tailored to your needs

## Course Outlines

### Day 1: Introduction to SEO

- What is SEO and why it matters?
- Understanding search engine algorithms
- Key terminology in SEO
- Overview of SEO components: On-page, Off-page, Technical
- Setting realistic SEO goals

### Day 2: Keyword Research and Content Optimization

- Understanding keyword intent and value
- Using tools for keyword research
- Implementing keywords naturally in content
- Content creation strategies for SEO
- Measuring the effectiveness of content

### Day 3: On-Page SEO Techniques

- Optimizing title tags and meta descriptions
- Importance of header tags and content structure
- Image optimization and alt text importance
- Improving website internal linking structure
- Using rich media and structured data for SEO

### Day 4: Off-Page SEO and Link Building

- Understanding the role of backlinks
- Strategies for effective link building
- Exploring digital PR and influencer outreach
- Leveraging social media for SEO
- Avoiding common link-building mistakes

## **Day 5: SEO Tools and Analytics**

- Overview of popular SEO tools
- Tracking and reporting SEO performance
- Understanding Google Analytics and Search Console
- Adapting strategies based on analytics insights
- Creating a long-term SEO plan