

CLASSROOM COURSE • LONDON

Intensive 1-Day SEO Training

Learn Professional SEO Fast

ONE DAY

Intensive, practical training

8 MODULES

Basic and advanced SEO

7.5 CPD HOURS

PDF training certificate

12 MONTHS

Online course resources

FROM £395 + VAT

Friends House, opposite Euston Station

[LondonWebFactory.com/seo-training-courses-in-london](https://londonwebfactory.com/seo-training-courses-in-london)

REAL-WORLD TRAINING

A complete professional SEO course in one day

Designed and taught by practising professionals who work on real websites and campaigns every day.

PRACTICAL & CURRENT

Modern, ethical SEO techniques you can apply to your own website, clients or internal programmes.

SMALL CLASSES

A maximum of 12 attendees gives you room to ask questions and discuss real projects.

BUILT TO DELIVER

Course dates and locations are guaranteed. The course runs even if only one person books.

What you will leave with

- A clear, repeatable SEO process
- Confidence to improve or manage a website
- A practical action list for future work
- A broader understanding of AI-powered search

What is included

- 7.5-hour CPD training certificate
- 12 months of online course resources
- Templates, guides, videos and course slides
- Page Spider Pro software licence

"Intensive" does not mean inaccessible

The course starts with the foundations and builds steadily into advanced topics. You do not need to be a developer, and no specialist technical knowledge is required.

WHO SHOULD ATTEND?

Useful skills for businesses, careers and client work

The day is suitable for beginners as well as people who already work with websites or digital marketing.

MARKETING TEAMS

Optimise websites, lead SEO programmes and manage internal teams or suppliers.

WEB & DIGITAL PROFESSIONALS

Build a structured SEO workflow into websites and marketing campaigns.

BUSINESS OWNERS

Increase relevant traffic, strengthen visibility and generate leads or sales.

GRADUATES & CAREER SHIFTERS

Develop practical, commercially useful skills for a career in SEO and digital marketing.

WRITERS & JOURNALISTS

Structure and write content for search engines, AI systems and real users.

HOME WORKERS & FREELANCERS

Build the knowledge needed to support small and medium-sized businesses.

A valuable course even when SEO is outsourced

Understanding the work yourself makes it easier to set priorities, brief suppliers, judge recommendations and check that changes have been implemented properly.

COURSE SYLLABUS

Foundations, pages, structure and authority

Eight stand-alone modules create a connected view of modern SEO. Modules 1-4 establish the strategic and content foundations.

01

SEO & AI BASICS

How search engines work; crawling, indexing and ranking; ranking factors; E-E-A-T; how LLMs discover, process and retrieve information; search intent; modern SEO strategy; white hat vs black hat.

02

PAGE OPTIMISATION

URLs, page titles, meta descriptions, canonical and robots tags, headings, body copy, lists, anchor text, image optimisation, internal links, structured data and duplicate content.

03

SITE OPTIMISATION

Website architecture, graphical sitemaps, topic clusters, content hubs, service and product structures, local/national/international SEO, breadcrumbs and internal-link strategy.

04

LINK BUILDING & AUTHORITY

Website authority, backlinks, ethical link acquisition, digital PR, brand mentions, social media, local citations, link audits and Google's link-spam policies.

COURSE SYLLABUS

Technical, local, measurement and AI search

Modules 5-8 develop the operational skills needed to diagnose, measure and prepare for changing search experiences.

05

TECHNICAL SEO

Search Console, XML sitemaps, robots.txt, 301 and 302 redirects, Core Web Vitals, Lighthouse, performance monitoring, the DOM, JavaScriptSEO, mobile-first indexing, crawl budget and Screaming Frog.

06

LOCAL SEO

Google Business Profile, reviews, local ranking factors, service-area businesses, citation management and local landing pages.

07

ANALYTICS & REPORTING

Google Analytics 4, organic traffic, leads and sales, meaningful performance reporting and competitor monitoring.

08

AI & THE FUTURE OF SEARCH

AI Overviews, AI search engines, entity SEO, knowledge graphs, AI-assisted content, Google's guidance on AI content and future search trends.

PLAN YOUR DAY

Course dates and London venue

Training takes place at Friends House, directly opposite Euston Station.



Friends House

173-177 Euston Road
London NW1 2BJ

- Opposite Euston Station
- Natural daylight
- Air-conditioned rooms
- Maximum 12 attendees

Scheduled course dates

● 15 October 2026

● 21 January 2027

● 18 March 2027

● 20 May 2027

● 14 October 2027

Early-bird price: £395 + VAT

Standard course price £495 + VAT. Check the website for current availability and booking terms.

YOUR INSTRUCTOR

Adrian Smith BEng, MSc

Founder of London Web Factory, web developer, digital marketing specialist and author of the Intensive Search Engine Optimisation course.



Hands-on experience, clearly explained

Adrian has taught London Web Factory SEO courses since 2011 and has helped organisations of all sizes improve search visibility through better websites and effective digital marketing.

The course focuses on techniques that can be applied to real-world websites, rather than theory alone. It is continually updated to reflect AI-powered search, AI Overviews and the need to optimise content for both traditional search engines and AI-driven platforms.

Course guarantees

- ✓ Maximum 12 attendees
- ✓ Location will not change
- ✓ Date will not change
- ✓ Every listed course will run

You are trained to become self-sufficient - able to improve your own website, manage SEO activity more effectively and make better-informed decisions.

Ready to build real SEO expertise?

Join the Intensive 1-Day SEO Training Course in Euston and leave with a clear process, professional resources and the confidence to take action.

[VIEW DATES & BOOK ONLINE](#)

[LondonWebFactory.com/seo-training-courses-in-london](https://londonwebfactory.com/seo-training-courses-in-london)

London Web Factory

High Performance Websites.
Results-Driven Marketing.
No-Nonsense Training.

Course information and prices are correct at the time of publication. Please check the website for the latest availability and terms.