Tel +44 20 4571 2395
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What is Content Marketing Training?

Content marketing can drive more traffic to your website and improve brand recognition.



With our Content Marketing SEO training course, you'll gain an understanding of the importance of creating regular, engaging content for your website or blog - as well as practical advice on how to generate ideas and publicise your content.

Download our free Content Marketing Guide eBook for some great tips that you can use on the course and beyond and our Setting up a WordPress Site eBook to learn how to use the world's most popular blogging platform.

Our scheduled Content Marketing courses take place at our training centre in the vibrant North Laine area of Brighton UK, just 5 minutes from Brighton train station.

We're also able to arrange private courses here or at your place of work - just give us a call on +44 (0)1273 622272 to discuss it further.

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Course Objectives

After attending our Content Marketing training course, you will be able to:

- Understand the basics of SEO and content marketing
- Write compelling titles, bylines and copy for blogs
- Source content from guest contributors
- Identify & submit guest posts to influential industry blogs
- Increase the reach of your content through sharing and linking

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Introduction

- Blogs on the way up, static sites on the way down

SEO for Content

- Good clean html code
- Regularly updated content
- Keywords and phrases (in the content and meta tags)
- Quality, relevant inbound links
- Researching your keywords
- Google AdWords tool
- Writing anchor text

Writing Content

- Writing compelling titles & by-lines
- Writing by-lines
- <100 words that will tempt people to clickthrough
- Call to action
- What to write in the body copy
- Writing style
- Where to include your keywords & links
- Length & frequency
- Adding images and video
- Categories and tags (labels)
- Comments policy
- Commenting netiquette

Guest blogging

- Why and how to run external blog/s
- Sourcing guest content for your own blog/s
- Finding well-ranked sites to blog for as a guest
- What to look for
- Links to guest content
- Easy social sharing
- Comments (on / moderated / active)
- Approaching other bloggers
- Promoting on social media
- Landing pages
- Use anchor text to similar posts and reduce bounce rate

Have a go

- Analysing your existing blog/s
- Content strategy brainstorm
- Writing practice
- Measuring success with Analytics & Alerts (go for quality not quantity)
- Action plan

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Content marketing is not only a great way of demonstrating your industry expertise and passing on your message, but is now a crucial tool for SEO.

Our hands-on Content Marketing Training course will teach you to make the most of your articles and blogs to get your site noticed by the search engines whilst engaging readers and establishing your reputation online.