Search Engine Optimisation and Paid Search for Business

Sales and Marketing

Course Overview

Search Engine Optimisation and Paid Search for Business: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Search Engine Optimisation and Paid Search for Business
- Apply practical tools and techniques for Search Engine Optimisation and Paid Search for Business in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Search Engine Optimisation and Paid Search for Business in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Foundations of Search Engine Optimisation and Paid Search for Business: principles, terminology and context
2. The business case: why Search Engine Optimisation and Paid Search for Business matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
9 to 13 Nov 2026	Cape Town	**$1,650**
16 to 20 Nov 2026	Nairobi	**$1,650**
23 to 27 Nov 2026	Kampala	**$1,550**

30 Nov to 4 Dec 2026	Johannesburg	**$1,550**
7 to 11 Dec 2026	Durban	**$1,450**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.