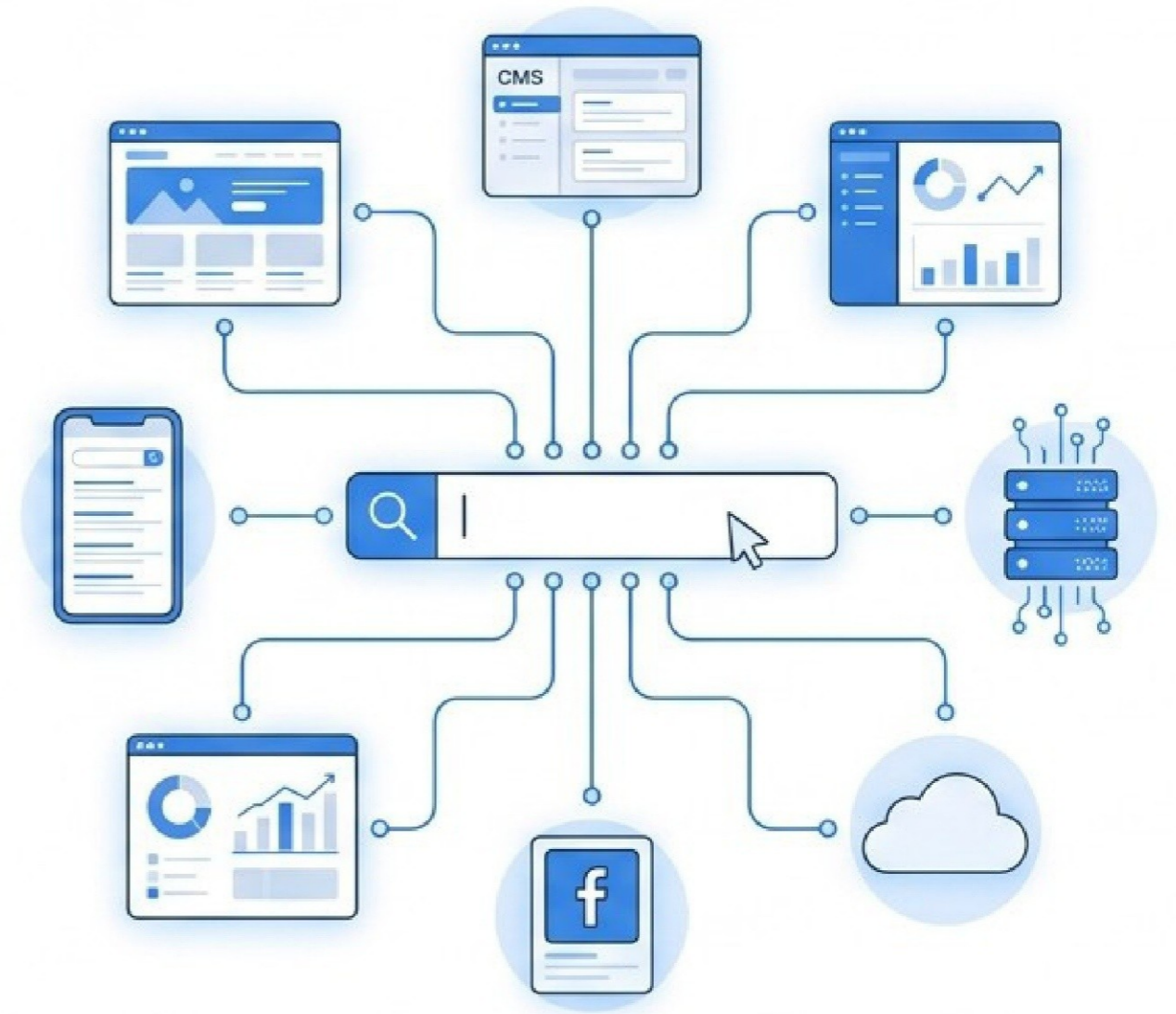


Corporate Search Engine Optimization (SEO) Training

Empower your teams to optimize website content, master technical SEO, and drive search engine rankings.



The Shift to Organic Dominance

Unpredictable Visibility

Organizations struggle to adapt blindly to changing search algorithms, resulting in stagnant traffic and poor mobile performance.



Expert-Led Capability Building

Edstellar's corporate training integrates comprehensive keyword research, technical SEO, and strategic content optimization frameworks.



Sustained Search Authority

Teams build lasting capabilities that enhance website architecture, attract organic traffic, and build brand credibility online.

Program Fundamentals



**Course
Duration:**
8 - 24 hrs



Delivery:
Instructor-Led
Group Training



Modality:
Virtual, On-site,
or Off-site

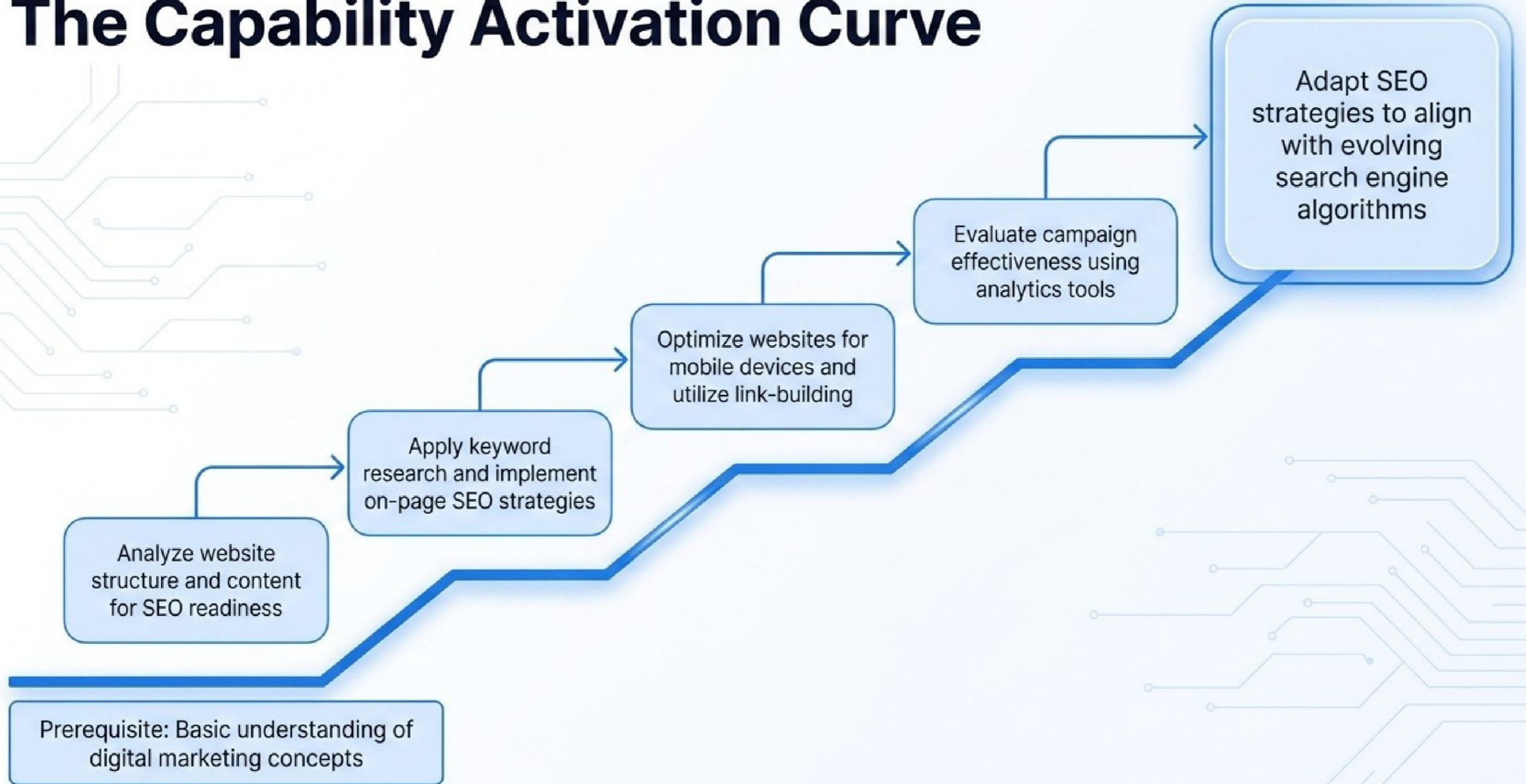


Scale:
10,000+ Trainers
Globally



Credential:
Course
Completion
Certificate

The Capability Activation Curve



The Structured Learning Progression

Foundation & Fundamentals

Introduction to Google SEO & Google SEO Fundamentals

Mastering search algorithms, PageRank, and keyword research techniques.

Technical & Tactical Optimization

Optimizing a Website & Advanced Content Tactics

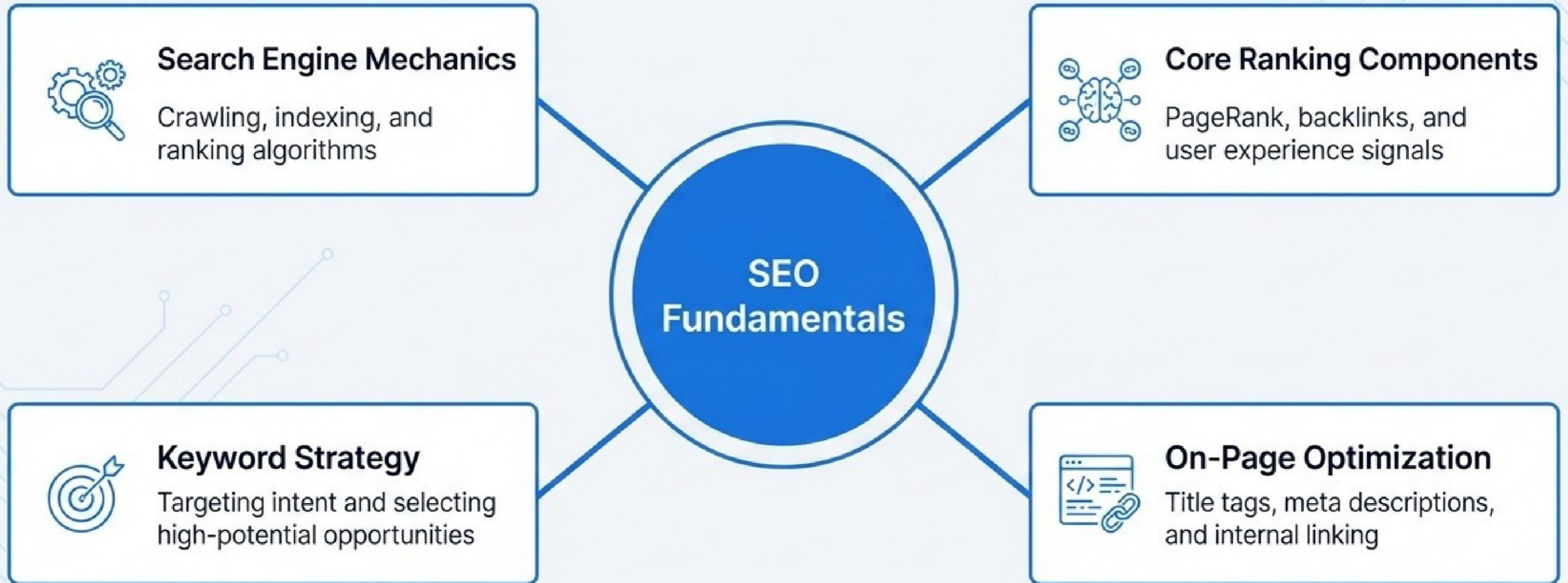
Implementing schema markup, site speed enhancements, and social media integration.

Strategic Enterprise Execution

Google SEO Capstone Project

Conducting comprehensive audits and developing real-world implementation plans.

Phase 1: Search Engine & Keyword Mastery



Phase 2: The Technical Optimization Engine

Traditional Approach



Course-Enabled Approach



Optimization Toolset



Technical Site Architecture



Speed & Mobile Optimization Tools



Organic Link-Building Strategies



Social Media Signal Integration

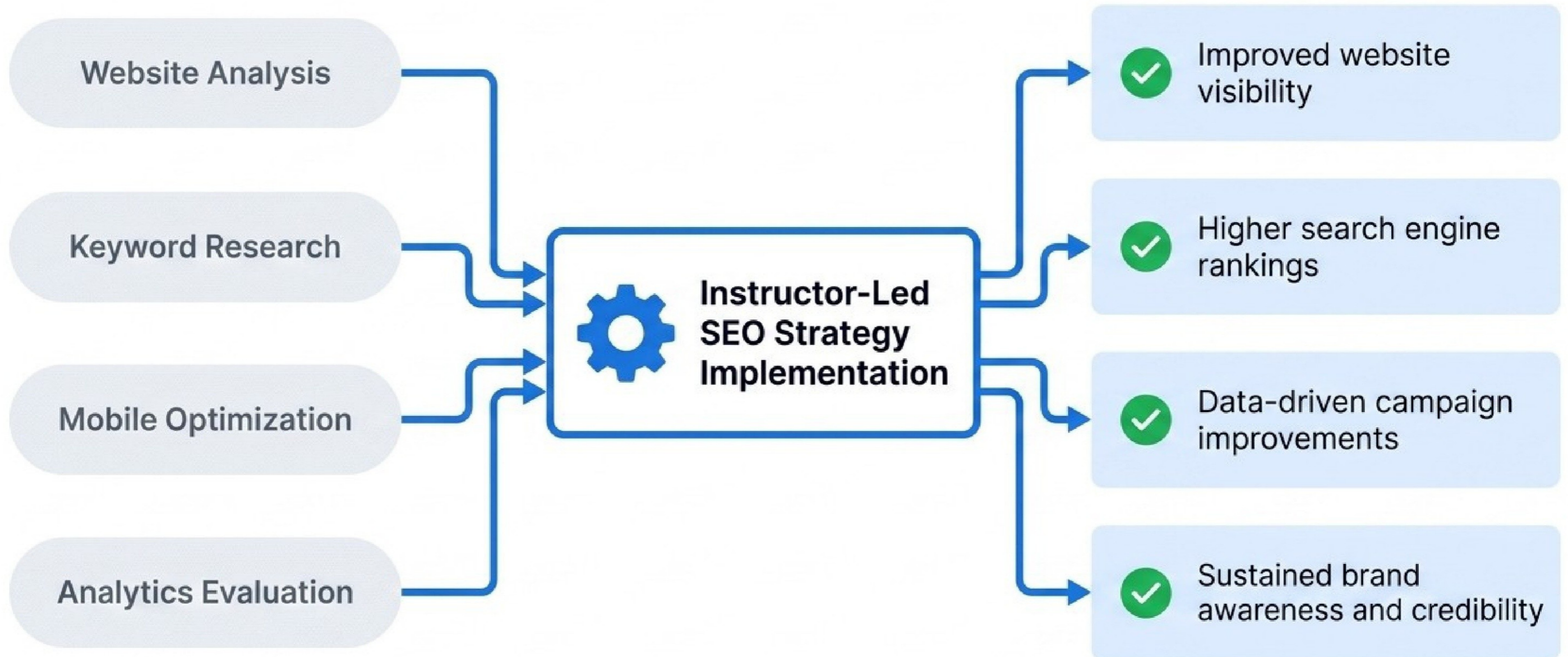
Phase 3: Enterprise Strategy Implementation



Capability-to-Impact Matrix

Core SEO Competency	Training Module Application	Organizational Benefit
Technical & Mobile SEO	Improving site speed and implementing schema markup	Enhances user engagement and secures better search rankings
Content & On-Page SEO	Conducting keyword research and structuring content	Drives organic traffic and meets evolving user expectations
Off-Page & Social SEO	Utilizing high-quality link-building and social signals	Improves overall website authority and brand credibility online

Driving Measurable Performance Gains



Target Audience Alignment



Flexible Modalities Designed for the Enterprise



Virtual Live Instructor-Led

- Accommodates large global groups uniformly
- Employees participate in their own space without travel
- Interactive tools enhance engagement and outcomes



On-site Face-to-Face

- Tailors learning to your specific workplace environment
- Boosts team collaboration and knowledge sharing
- Enables direct interaction and hands-on process demonstration



Off-site Face-to-Face

- Provides a highly focused, distraction-free environment
- Improves team bonding through dedicated activities
- Reflects organizational commitment to employee development

Proof of Impact


“The Search Engine Optimization (SEO) training exceeded my expectations in every way. As a Senior Software Engineer, I gained comprehensive knowledge of industry best practices that transformed my incredibly practical and immediately applicable. I've confidently led multiple high-visibility initiatives leveraging this comprehensive knowledge. The instructor's expertise in expert-led workshops made complex concepts crystal clear and actionable.”

Lisa Rivera

Senior Software Engineer

Digital Innovation Platform

Delivering Capabilities Worldwide

A light gray world map is centered in the background of the slide. Two white rectangular callouts with blue borders are overlaid on the map. The left callout contains the text '100+' and 'Countries Reached'. The right callout contains the text '10+' and 'Languages'.

100+

Countries Reached

10+

Languages

Drive Team Excellence With Corporate SEO Training



Help your employees build lasting capabilities that translate into real performance gains. Upskill your teams to create content that resonates with search engines and users globally.

edstellar.com | contact@edstellar.com