Training Course on Local SEO and Geo-Targeting

Professional Development Training Course Outline

Category	Business	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

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Programme Curriculum

Training Course on Local SEO & Geo-Targeting

Introduction

In an increasingly digital world, local SEO and geo-targeting are vital for businesses looking to attract nearby customers. As consumers increasingly rely on online searches to find products and services in their vicinity, optimizing local search visibility has become a necessity. This training course on Local SEO & Geo-Targeting focuses on strategies and techniques to enhance online presence through tools like Google My Business and local listings.

Participants will explore the nuances of local SEO, learning how to optimize their websites and content for local search queries. The course will cover essential topics such as keyword research, citation building, and the importance of online reviews in influencing local rankings. Through hands-on exercises and real-world case studies, attendees will gain practical knowledge on how to effectively engage with local audiences and create targeted marketing campaigns. By mastering local SEO strategies, businesses can drive foot traffic, increase conversions, and build lasting relationships within their communities. This course equips participants with the essential skills to leverage local search opportunities, ensuring they maximize their marketing efforts and stand out in a competitive landscape.

Course Objectives

1. Understand the fundamentals of local SEO and its importance.
2. Develop skills in optimizing Google My Business profiles.
3. Explore strategies for managing local listings and citations.
4. Implement effective geo-targeting techniques.
5. Analyze local search rankings and performance metrics.
6. Create content tailored for local audiences.
7. Utilize customer reviews to enhance local visibility.
8. Understand the role of mobile optimization in local search.
9. Leverage social media for local engagement.
10. Stay updated on local SEO trends and algorithm changes.
11. Create a comprehensive local SEO strategy.
12. Measure the impact of local SEO efforts.
13. Foster community relationships to enhance local presence.

Target Audience

- Local Business Owners
- Marketing Professionals
- SEO Specialists
- Digital Marketing Managers
- Community Managers
- Small Business Consultants
- Entrepreneurs
- Students in Marketing and Business

Course Duration: 10 Days

Course Modules

Module 1: Introduction to Local SEO

- Overview of local SEO and its significance.
- Understanding local search behavior and trends.
- Key differences between local SEO and traditional SEO.
- Importance of local visibility for businesses.
- Case studies of successful local SEO strategies.

Module 2: Optimizing Google My Business

- Setting up and verifying a Google My Business account.
- Best practices for completing your profile.
- Utilizing Google My Business features (posts, Q&A, etc.).
- Strategies for maintaining accurate business information.

- Analyzing insights and performance metrics.

Module 3: Managing Local Listings and Citations

- Understanding local citations and their importance.
- Identifying key local directories and platforms.
- Techniques for ensuring NAP consistency (Name, Address, Phone).
- Strategies for managing duplicate listings.
- Tools for monitoring and improving local citations.

Module 4: Effective Geo-Targeting Techniques

- Overview of geo-targeting and its benefits.
- Implementing location-based keywords in content.
- Using schema markup for local SEO.
- Targeting specific demographics and regions.
- Analyzing the impact of geo-targeting on visibility.

Module 5: Analyzing Local Search Rankings

- Tools for tracking local search performance.
- Understanding local search algorithms and ranking factors.
- Analyzing competitor performance in local search.
- Identifying opportunities for improvement.
- Creating reports to measure local SEO success.

Module 6: Creating Localized Content

- Importance of localized content for SEO.
- Strategies for developing content that resonates with local audiences.
- Utilizing local events and news in content creation.
- Techniques for optimizing blog posts for local search.
- Promoting local content through various channels.

Module 7: Utilizing Customer Reviews

- Understanding the impact of reviews on local SEO.
- Strategies for encouraging and managing customer reviews.
- Responding to reviews effectively (positive and negative).
- Leveraging reviews in marketing materials.
- Analyzing review trends and insights.

Module 8: Mobile Optimization for Local Search

- Importance of mobile optimization in local SEO.

- Techniques for creating mobile-friendly websites.
- Understanding mobile search behavior.
- Implementing AMP (Accelerated Mobile Pages) for local content.
- Analyzing mobile performance metrics.

Module 9: Leveraging Social Media for Local Engagement

- Using social media platforms to connect with local audiences.
- Strategies for creating location-based campaigns.
- Engaging with the community through social media.
- Promoting local events and promotions online.
- Analyzing social media performance in local contexts.

Module 10: Staying Updated on Local SEO Trends

- Overview of current trends and changes in local SEO.
- Understanding the impact of algorithm updates.
- Keeping up with industry news and resources.
- Participating in local SEO communities and forums.
- Adapting strategies to meet evolving trends.

Module 11: Developing a Local SEO Strategy

- Steps for creating a comprehensive local SEO plan.
- Aligning local SEO goals with business objectives.
- Creating a timeline and budget for implementation.
- Engaging stakeholders in the strategy development.
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Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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