



Dave the SEO & Co. (Dave the SEO Ltd)

Overview of Courses and Prices

SEO & Content Course 2025

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n.b. Costs are based on online delivery of the training and any follow up support. Courses can be delivered in person at cost (for transport and subsistence) at your offices or another location or a suitable location can be hired for you at cost plus £500 admin fee.

All courses include the opportunity for attendees to follow up with questions by e-mail and have a short follow-up call, which may include going through a specific example.

SEO Strategy Masterclass: From Tactical SEO to Strategic Leadership

(1 day or 2 half days £2,500)

Too often an agency or in house SEO will put together a series of tasks in a roadmap and call it a strategy. Often the person being asked to do a strategy has never been taught how to be strategic and think strategically, they may be a great SEO but not a great strategist, yet.

A good SEO strategy makes the most of limited resources, in the SEO team, dev team and elsewhere, to ensure that SEO provides the maximum value to the business to achieve the overall organisation objectives, while contributing to marketing and having a clear role relative to the other digital, ATL and other marketing channels it must work alongside.

Whether you are working in an agency and putting together a strategy for a client, working in house and putting the SEO team's strategy together or working with an



agency to ensure you agree a strategy that is right for your business, not just what suits the agency, this course could be just right for you and will cover:

- Before you strategise: Information gathering
- Benchmarking and ensuring tracking, attribution and KPIs are in place
- Building relationships with key stakeholders in the business
- Understand how SEO is seen in the business
- Understanding the businesses strategy and objectives
- Integrating SEO with other marketing channels
- Understanding how above the line impacts SEO
- Integrating organic and paid search strategy
- Managing expectations of what SEO can deliver
- Understanding resources, budget and where you have flexibility
- Keeping flexibility in your strategy
- Choosing objectives and focus
- Balancing short and long term impact and urgency
- Translating strategy into tactics and a roadmap
- Presenting your strategy
- Measuring success
- Ensuring your strategy and roadmap stay on track

Website Migrations - The SEO's Guide: Navigating UX, & Digital Marketing Risk and Opportunity for Flawless Website Moves

(1 day or 2 half days £2,500)

Website Migrations always hold a risk for SEO and other digital marketing channels. They also present a rare opportunity to fix underlying issues with a site impacting SEO and user experience and future-proof a new site to keep growing and winning organic visibility. SEOs should be involved in website migrations from the earliest stages and throughout the project.

This training will cover everything from start to finish including:



Identifying when a project should be treated as a migration,
Making sure the right people are involved at the right time
Scoping and planning and setting objectives
Using Minimum Viable Product and Acceptance Criteria concepts to ensure requirements are clear to Devs and the site launches only when ready
Project Management to ensure timelines are achievable and met
Planning site structure, information architecture and domain setup
Planning linking structure and duplicate handling
Data management and benchmarking
Content handling and migration
Improving site health and user experience
Testing in staging
Testing crawlability and indexability
Process for rounds of amends
Pre-launch sign off and risk management
Launch Day actions and checks
Post Launch monitoring and continuing improvements
Planning team training & support for a new platform and new procedures
How to handle 'surprise migrations'

International SEO, Content & UX Training

(1 day or 2 half days £2,500)

International SEO is a lot more than translations and Hreflang, though we'll cover those too. Too many businesses assume that if they're successful in one market, it's just a matter of putting the site through Google Translate or Chat GPT and sticking up the same site in a different language.

While it isn't as extreme of setting up a new business from scratch it isn't as simple as one might hope. This course will guide you through putting together an International SEO and Website Strategy that will find the right people in each market, searching for



the terms that are right in that market and get them on to pages and a version of your site that will resonate and convert.

The course covers:

The International Search Engine Landscape

How to find which markets have opportunity using search

Are their markets just waiting for you and your product or service?

Using search to build markets which don't exist yet (where people don't know they need what you are selling)

Understanding the potential of new markets

Understanding how culture impacts buying process and therefore search behaviour and required website user experience

Understanding how your customers search in each market

How intent differs by market

Doing keyword research in another language

Translation vs Localisation

How to achieve scalable, high-quality localisation

What is International Cannibalisation and why does it happen

International Technical SEO

- 25 Hreflang Issues and how to fix them
- Domain structure (ccTLDs vs gTLD sub directories vs sub-domains)
- Linking best Practice for International Sites
- SPA & Web App issues for International Sites
- Best Practice for IP & Browser Language detection
- Common Shopify specific SEO Issues to look out for

Forecasting the impact of International Technical SEO Fixes

Forecasting potential in each market

International SEO Reporting

Putting together an International SEO Strategy

International Content

- Finding opportunities
- Matching content to user needs



- Competitor Content Analysis
- Localising existing content
- Helpful Content's Impact on International
- Optimising for AI Overviews & Featured Snippets
- Putting together an International Content Strategy
- UX
 - Cultural usability
 - How web design differs by market
 - Differences in user journey
 - Imagery, colours and symbolism
 - Ensuring users can convert in each market
 - Focus on Japanese Web Design

Focus on Baidu (China)

Focus on Naver (South Korea)

Focus on Yandex (Russia)

Focus on Yahoo! Japan (Japan)

SEO for Non-Specialists

*(From ½ a day £1,250
to 1 day or 2 half days £2,000)*

Just because your job isn't SEO doesn't mean you aren't doing, or can't impact, SEO. Many job roles touch on SEO, they can with often only a small amount of extra effort greatly improve the visibility of content, products and sites as a whole (conversely many roles can damage SEO without realising). If you work in product management, copy writing, PR (especially digital PR), other digital marketing and marketing channels, you're a marketing manager, CMO or similar then this course may be for you and can be provided to entire teams and tailored to specific roles.

This course can also be a great opportunity to increase your value and employability with the knowledge you need to improve a businesses organic visibility, generating free traffic.

This course will cover the basics of how search and search engines work, tools anyone can use and how to do some SEO in your everyday role, often without creating any significant extra work.

The course outline, focused on e-commerce, is below and can be tailored for different businesses:



- Introduction to Search & Search Engines
- Anatomy of the Search Engine Results
- How Search Engines Work
- Key Ranking Factors
- How people search / keywords
- Matching content to intent
- Optimising a Product Page
- Optimising a Category Page
- Writing Content for SEO & Users
- Redirects & Duplicates
- Handling Replaced Products
- Handling Discontinued Products

Core Web Vitals and Site speed

(1 day or 2 half days £2,500)

Google created Core Web Vitals to encourage sites to improve User Experience, something sites should be doing anyway.

Core Web Vitals is often ignored as it is seen as a lot of work relative to the impact, it doesn't have to be. The impact depends on a few factors but in a competitive market with well optimised pages going after the same search terms it can be the deciding factor.

If nothing else though Core Web Vitals (and the other Web Vitals scores and the hints that come with them) can help sites identify where they have issues that will be costing them users and sales from a poor user experience increasing bounce rate and cutting time on site, pages per visit and ultimately CVR.

The effort involved in fixing Core Web Vitals varies but more often than not there are at least some easy fixes, which often won't involve any Dev time. When used as an acceptance criteria for new and migrated sites CWVs KPIs can also ensure that your Dev agency delivers a site that delivers great user experience.

This course goes beyond getting hints from page speed insights, it allows you to find hidden issues and issues manifesting as something else, and to understand what should be prioritised and even how to create tickets and cost benefit analysis that will allow the issues to move forward to be fixed and assigned the priority and budget they deserve.

- How big an Impact Can CWVs have on rankings
- How is CWVs measured
- Lab data vs Field Data
- Understanding CWV and Web Vital Metrics



- The role of Page Speed in Google's Algorithm
- Using the Page Speed Insights And CrUX APIs
- Understanding flags from Page Speed Insights
- Why Page Speed Insights Issues should only be used as a 'hint'
- Using Dev Tools
- Using Chrome Extensions
- What is LCP?
- Examples of LCP issues
- Common LCP Issues and how to identify and fix them, incl.:
 - o Hosting Issues
 - o Cache Issues
 - o Image and Media Issues
 - o Resource priority issues
 - o File size and unused code issues
- What is CLS?
- Examples of CLS
- Common CLS Issues and how to identify and fix them, incl.:
 - o Image & elements with no site specified
 - o Web fonts Issues
 - o Resource priority issues
- What is INP?
- Examples of INP Issues
- Using FID as a Proxy for INP
- Common CLS Issues and how to identify and fix them, incl.:
 - o How to use Dev Tools Performance Module
 - o Long Scripts & Processes
 - o Unused Scripts Executing
 - o Compiled unused code
 - o Third Party Script Issues
 - o Lazy Load Scripts Issues
- Setting Core Web Vitals Acceptance Criteria for new sites and migrations
- Checking Core Web Vitals on a Staging Site
- Working with Devs to improve CWVs
 - o How to prioritise issues
 - o Creating tickets
 - o Cost Benefit Analysis for CWVs fixes
- Impact of CWVs on real world users and engagement and CVR
- Considering user location for CWVs
- Workshop section to analyse live site



Intermediate to Advanced Technical SEO

(1 day or 2 half days £2,500)

Many members of SEO teams, both in house and in agency have a basic understanding of technical issues and what needs to be looked for and can impact visibility: but not always:

- Why these issues are a problem for search engines
- How to spot these problems
- How to fix issues
- How to prioritise issues
- How to explain issues

This course is designed to take SEOs from a basic understanding and working knowledge to being hardcore technical SEOs able to confidently explain them to non-SEO's and even discuss them with Dev teams.

The course covers:

- How all major search engines work
- Crawling and Indexing
 - Mobile Friendly Websites
 - Controlling Crawling and Indexing
 - Sitemaps
 - Response Codes
 - Soft 404s and Custom 404s
 - HTTP and HTTPS
 - HTTP 1.1, HTTP.2, HTTP/3
 - Source code, Initial DOM and DOM
 - JavaScript and CSS
 - Web APPs & SPAs
 - Cookies
 - Content behind logins
 - Common Platform specific Issues
 - Headless CMSs
- Backlinks and Internal Linking
 - How and why backlinks are vital for SEO
 - Link Equity
 - Topical Authority
 - Link Types
 - Internal vs External
 - What makes a good backlink
 - Optimising link equity flow



- If & when to disavow links
- Buried Pages
- Orphan Pages
- Horizontal linking and breadcrumbs
- Global & Vertical Navigation
- Anchor Text
- Cannibalisation & Duplicate Content
 - Cannibalisation
 - International Cannibalisation
 - Near Duplicate Content
 - Common Causes of duplicates
 - Canonicals
 - Hreflang
 - Parameters
 - Merging content
 - Rewriting content
 - Redirecting duplicate content
 - Handling duplicate and similar products
- Impacting search visibility
 - Introduction to Schema
 - Product Schema
- Page Experience
 - Introduction to Core Web Vitals & Page Speed
 - Intrusive Interstitials
 - Mobile Usability Issues

Content: from Audit through Opportunity to Strategy (including White Labelled Deliverable Templates)

(1 day or 2 half days £3,000)

This course is designed not just to teach people what makes great content that Google and users love but includes a full process to audit existing content, competitors and gaps find and develop opportunities, produce a content strategy, a content plan and begin producing content in a scalable way, even for multiple markets and languages.

This course includes:



- Fundamentals of Content
 - o Purposeful Content
 - o How topical authority and relevance works
 - o E-E-A-T
 - o Helpful content
 - o Intent, what it is, how it evolves why it's vital
- Content Auditing
 - o Existing content quality
 - o 'Keep, Delete, Update, Merge' without losing visibility
 - o Competitor Analysis
 - o Content Gap Analysis
- Content Opportunities
 - o Keyword Research for Content Opportunities
 - o Identifying Trending Opportunities
 - o Finding opportunities where competitors aren't delivering
 - o Prioritising Opportunities
- Content Ideation
 - o Developing content ideas based on content objectives
 - o KPIs for prioritising content ideas
 - o Presenting content ideas to decision makers
- Content Strategy & Planning
 - o What content can do for SEO and other channels
 - o What content can't do
 - o Linking business and marketing objectives to content strategy
 - o Content Strategy vs Content Planning
 - o Presenting a Content Strategy
 - o Putting together a content plan based on finite time and resources
 - o Creating a content roadmap
- Content Creation
 - o What content writers need to know about SEO
 - o Materials and training on a basic training course for attendees to deliver themselves to copywriters (provided unbranded).
 - o How to brief copy writers
 - o The differences between content for SEO and other content
 - o Creating truly helpful content
 - o The importance of Intent
 - o Using AI in the content production process
 - o How to optimise naturally for keywords
 - o How to optimise for Featured Snippets
 - o Optimising Headings
 - o Using FAQs sections



- Scaling content production
- Fundamentals of localising and translating content

Complete Technical Auditing Workshop (including White Labelled Deliverable Templates)

(1 day or 2 half days £3,000)

This course is designed to train you to complete a detailed audit with clear actions that provides maximum value to your company or client by showing them what they are doing right and wrong in an easy to understand format.

The Audit is designed to be completed by experienced SEOs on standard sites within 1 day and on any site within 2 days. Each attendee will have access to the templates for the PowerPoint deck and supporting Excel to fill out, rebrand and deliver.

This course is primarily in a workshop format, with use of slides to show examples and visit concepts that may need further explanation. The audit is based on using Screaming Frog but can be completed with other website crawlers.

Audit sections included:

- Google Index Snapshot
- Search Engine Accessibility
 - Redirects
 - Robots and Meta Robots
 - Duplicate Handling & Canonicals
 - International & Hreflang
 - JS, Spas and Rendering
 - Additional Accessibility
- Internal Linking & Sitemaps
 - Linking Structure
 - Linking Best Practice
 - Sitemaps
 - Linking Opportunities
- On Page Optimisation
 - Page Titles
 - Meta Descriptions
 - On-Page Headings
 - On-Page Content
- Mobile Friendliness



- Mobile Crawlability & Navigation
- Mobile Content
- Mobile Rendering
- Mobile Usability & UX Issues
- Page Experience
 - Core Web Vitals Overview & Scores (full analysis of issues and fixes is not included, only identification of pages with Poor or Average Core Web Vital Scores)
 - Other Page Experience Issues

Unlocking AI & new Techniques for Keyword Research

(1 day or 2 half days £2,500)

AI content is seen by some as a quick way to take over search. It isn't but AI can help teams ensure they are finding the right keywords people are searching for, even trending terms, understand what people want and develop content ideas for humans to write.

AI along with other new tools and techniques can make keyword research more focused and more impactful.

This course covers the exact detail, including prompts and tools to use, for keyword research.

The course includes:

- What is AI good at, what is it bad at
- Using AI in a low risk way for SEO
- Keyword Research techniques and methods
 - KWR for Ideation
 - KWR for existing pages and ideas
 - Quick KWR for individual pages
 - KWR for trending terms and topics
 - KWR for question terms
- Mapping and Sorting KWR
 - Sorting and categorising KWR
 - Understanding KW intent
 - Grouping KWs by content ideas
 - Prioritising KWs and pages
 - Developing new content ideas from keyword grouping