SEARCH ENGINE MARKETING, SEO & DIGITAL CUSTOMER ACQUISITION COURSE

Introduction

The Search Engine Marketing, SEO & Digital Customer Acquisition Programme is an advanced professional programme designed to equip marketing professionals, digital marketers, business development executives, entrepreneurs and commercial leaders with the strategic and practical capabilities required to increase online visibility, attract qualified prospects, generate leads and convert digital audiences into customers. Search engines are an important part of the modern customer journey. Potential customers often use search engines to research problems, compare alternatives, evaluate suppliers, locate products and make purchasing decisions. Organizations therefore need an integrated search strategy that combines organic search visibility, paid search advertising, content, landing-page optimization, customer-intent analysis and conversion management. This programme provides a comprehensive understanding of Search Engine Optimization (SEO), Search Engine Marketing (SEM), keyword strategy, search intent, technical SEO, content optimization, paid search, landing pages and digital conversion funnels. Participants learn how to understand what potential customers are searching for and how to align digital content and campaigns with different stages of the customer journey. The programme moves beyond simply generating website traffic to focus on qualified traffic, lead generation, conversion and customer acquisition economics. A major emphasis is placed on search-intent analysis and keyword strategy. Participants learn how to distinguish informational, navigational, commercial and transactional search behaviour and develop content and campaigns appropriate to each stage. Participants further explore paid search advertising and SEM, including campaign structure, audience targeting, ad-copy development, landing pages, bidding considerations and performance measurement. A strong focus is placed on digital customer acquisition analytics, including conversion rates, cost per lead, customer acquisition cost, return on advertising spend,

lead quality and customer lifetime value. Ultimately, the programme helps organizations build an integrated system connecting: Search Intent → Visibility → Qualified Traffic → Engagement → Lead Generation → Conversion → Customer Acquisition → Revenue Growth

Course Objectives

- Develop integrated SEO and search-engine marketing strategies.
- Understand search behaviour, customer intent and digital buying journeys.
- Conduct effective keyword research and search-opportunity analysis.
- Develop on-page and technical SEO strategies.
- Create search-optimized content aligned with customer needs.
- Develop and manage paid search marketing campaigns.
- Design effective landing pages and conversion pathways.
- Improve organic and paid digital traffic quality.
- Measure lead-generation and customer-acquisition performance.
- Analyse search and campaign data to improve digital marketing decisions.
- Manage SEO and SEM performance using relevant KPIs.
- Develop sustainable digital customer-acquisition strategies.

Course Modules

> Module 1: Search Marketing Strategy & Digital Customer Acquisition

- Strategic role of search in digital marketing
- SEO versus SEM and integrated search strategy
- Digital customer-acquisition objectives
- Developing a search marketing strategy

> Module 2: Search Behaviour, Customer Intent & Digital Buying Journeys

- Understanding search behaviour
- Informational, navigational, commercial and transactional intent
- Mapping search behaviour to customer journeys
- Developing intent-driven acquisition strategies

> Module 3: Keyword Research & Search Opportunity Analysis

- Keyword research methodologies
- Search volume, competition and relevance
- Long-tail keywords and niche opportunities

- Developing strategic keyword portfolios

> Module 4: On-Page SEO & Content Optimization
- SEO-friendly website content
- Titles, headings, metadata and internal linking
- Search-optimized landing pages and content
- Content relevance, quality and user experience

> Module 5: Technical SEO & Website Search Performance
- Website architecture and crawlability
- Mobile responsiveness and site performance
- Technical indexing and search accessibility
- Technical SEO audits and corrective actions

> Module 6: Content Marketing & Search Visibility
- Search-driven content strategy
- Topic clusters and content architecture
- Educational, commercial and transactional content
- Content performance and search optimization

> Module 7: Search Engine Marketing & Paid Search
- Paid search campaign structure
- Keyword targeting and audience selection
- Search advertising copy and messaging
- Campaign optimization and budget management

> Module 8: Landing Pages, Conversion Optimization & Lead Generation
- Designing high-performing landing pages
- Calls-to-action and conversion pathways
- Lead-generation forms and customer journeys
- Conversion-rate optimiz

> Module 9: Search Analytics, Performance Measurement & Digital ROI
- SEO and SEM performance indicators
- Organic traffic and conversion analysis
- Cost per lead, customer acquisition cost and ROAS
- Search marketing dashboards and reporting

> Module 10: AI, Search Evolution & Digital Acquisition Transformation

- AI-assisted search marketing and content optimization
- Changing search behaviour and emerging search environments
- Automation and search-marketing technologies
- Developing a sustainable digital acquisition roadmap

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