

MARKETING & COMMUNICATION | COURSE BROCHURE

Search Engine Optimisation and AI Search Visibility

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

Customers now discover organisations through search engines and AI assistants that summarise answers. This course teaches modern SEO and AI search visibility: keyword and intent research, technical SEO, content quality and structure, structured data, links and authority, and how to be cited by AI search tools.

If you are not found in search and AI answers, you are invisible to many buyers. You will learn practical steps to grow organic visibility.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

Site audits, keyword research practice, content optimisation workshops and analytics exercises.

Course objectives

By the end of this course, participants will be able to:

- Understand how search engines and AI assistants find and rank content
- Research keywords and search intent
- Fix common technical SEO issues
- Create content that ranks and gets cited
- Use structured data effectively
- Measure organic search performance

Target audience

This course is suitable for:

- Digital marketers
- Website and content managers
- SEO specialists
- Marketing managers
- Small business owners



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Target competencies

Participants will develop competencies in:

- Keyword research
- Technical SEO
- Content optimisation
- Structured data
- Search analytics

Course outline

Day 1: How Search Works

09:00–10:08	Crawling, indexing and ranking
10:08–11:00	AI search and answer engines
11:00–11:30	**Coffee break**
11:30–11:45	AI search and answer engines (continued)
11:45–12:53	Audit of a website
12:53–14:00	Exercise

Day 2: Research

09:00–10:08	Keywords and intent
10:08–11:00	Competitor analysis
11:00–11:30	**Coffee break**
11:30–11:45	Competitor analysis (continued)
11:45–12:53	Topic clusters
12:53–14:00	Workshop

Day 3: Technical SEO

09:00–10:08	Site structure and speed
10:08–11:00	Indexing issues
11:00–11:30	**Coffee break**



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11:30–11:45	Indexing issues (continued)
11:45–12:53	Structured data
12:53–14:00	Exercise

Day 4: Content and Authority

09:00–10:08	Helpful content
10:08–11:00	Expertise signals
11:00–11:30	**Coffee break**
11:30–11:45	Expertise signals (continued)
11:45–12:53	Links and mentions
12:53–14:00	Case study

Day 5: Measurement

09:00–10:08	Search Console and analytics
10:08–11:00	AI visibility tracking
11:00–11:30	**Coffee break**
11:30–11:45	AI visibility tracking (continued)
11:45–12:53	SEO roadmap
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,840.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Vienna Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,940.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Istanbul Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
London Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Rome Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,840.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,890.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Dubai Confirmed dates	5 Apr 2027	9 Apr 2027	**€3,150.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	17 May 2027	21 May 2027	**€2,650.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Dubai Confirmed dates	7 Jun 2027	11 Jun 2027	**€3,150.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,540.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,890.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Rome Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
London Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Dubai Confirmed dates	4 Oct 2027	8 Oct 2027	**€3,150.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,890.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Vienna Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,940.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online