## Course overview

<table>
<thead>
<tr>
<th><strong>Total price</strong></th>
<th>Corporate Rate - please contact us for details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duration</strong></td>
<td>Total 12 hours</td>
</tr>
<tr>
<td><strong>Schedule</strong></td>
<td>12 hour sessions (choose your own schedule)</td>
</tr>
<tr>
<td><strong>Type of class</strong></td>
<td>In-person world class workshops</td>
</tr>
<tr>
<td><strong>Level</strong></td>
<td>Beginner</td>
</tr>
<tr>
<td><strong>Language</strong></td>
<td>English (Thai also available)</td>
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<tr>
<td><strong>Class size</strong></td>
<td>Maximum 20 students</td>
</tr>
<tr>
<td><strong>Software</strong></td>
<td>Google Anlytics, Canva, Figma, Buffer, Co-shedule, Ubersuggest, WordPress, MailChimp</td>
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<tr>
<td><strong>Topics</strong></td>
<td>Multiple optimisation strategy, Content marketing, Automated marketing implementation, crawlingg and robots, SEO: General, SEO: Content and Writing, SEO: Domains &amp; URLs, SEO: Site related</td>
</tr>
<tr>
<td><strong>How to apply</strong></td>
<td>Email <a href="mailto:info@webcoursesbangkok.com">info@webcoursesbangkok.com</a> to find out the next available course date.</td>
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</tbody>
</table>
"My first active website went live a couple of days ago and already is on the first page of Google!"

Tatiana Sautina, Facebook
Understand Search Engine Optimisation like never before.

Learn and utilize the latest techniques to extend your reach and online presence.

We understand your company’s capabilities, needs and goals in detail. We run a free “learning goals” workshop to understand your business and industry; uncover your teams’ aims and expectations; and get familiar with your work flows and your teams’ capabilities. If you have a specific project in mind, then let us know!

We build a customised workshop together based on your needs. We provide a “learning outcomes” recommendation specific to your needs and build a customised workshop, which can truly benefit your teams to perform more effectively towards your desired goals.

We provide tailored, hands-on team-based training to deliver actionable results. We tailor make the workshop with worksheets, examples and case studies addressing your project so that your teams are already working on solutions to deliver results benefiting your business in the future.

We provide online support for up to 1 month and options for additional consultancy. We believe in building long-lasting relationships -- and friendships -- which is why we offer exclusive online support for up to 1 month after the workshop is completed and more options for consultancy to help your teams excel even further.
Increase your brand visibility and expand your reach
Audience is the key to scaling up.

- Learn the process of bringing SEO inhouse and getting the most out of being close to the business and making the marketing more targeted.
- Learn the tools and work flows that will help you make better decisions and constantly improve the conversion rate of inbound and onpage optimization.
- Understand the technical side of SEO and content marketing needed to raise the organic page rank of their businesses listings on the popular search engines by using the most up to date practices.

We believe your success is our success
"Our instructors are industry experts who have a wide range of professional experience, and up-to-date knowledge of software and workplace practices.

Turn theory into knowledge as you learn to create content, using tools and workflow that will optimise the search result for your business. Our aim is to support your learning goals with hands-on industry training, career advice, and ongoing support and guidance.

Our classes are intentionally designed to be interactive and practical, so that you feel confident to share ideas as well as independently create your own designs.

You will receive additional resources such as class projects, worksheets, and online help, so you always feel supported and encouraged as you learn.

Our courses are constantly reevaluated and developed to give students the most relevant, up-to-date knowledge and skills. We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally. "
# Course outline

## Day 1

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Morning</strong></td>
<td>Start from scratch</td>
<td>Our instructors go into detail to explain what SEO is all about and how search engines such as Google work so your teams feel confident about doing SEO independently.</td>
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<tr>
<td>What is SEO and How Does It Work</td>
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<tr>
<td><strong>Afternoon</strong></td>
<td>Work with your business</td>
<td>Taking a closer look at your specific business’, we look at how to use SEO to attract more customers online, improve your marketing; and improve performance.</td>
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<tr>
<td>Why is SEO Important for Marketing</td>
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## Day 2

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
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</thead>
<tbody>
<tr>
<td><strong>Morning</strong></td>
<td>How to Write SEO-Friendly Content</td>
<td>Our instructors show your teams what SEO-friendly content looks like on websites, blogs, and ads and how to write such content for your business.</td>
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<tr>
<td>SEO content</td>
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<tr>
<td><strong>Afternoon</strong></td>
<td>How to Optimise Your Websites For Better Performance</td>
<td>We dive into important tools that help to improve your website’s performance so you can improve sales (conversion optimization), and attract more customers.</td>
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<tr>
<td>Website optimisation</td>
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<tr>
<td>Lesson</td>
<td>Theory</td>
<td>Practice</td>
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<tr>
<td>Google visibility</td>
<td>How to Make Your Business Visible on Google</td>
<td>Looking to take your company to the top of Google searches? Then our Day 3 optional add-on takes a close look into how to make the most of your SEO so Google finds your brand and helps you stand out.</td>
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Optional Add On

**Accessibility design: add 1 day**
Ideal for both designers and developers, this 1 day practical workshop will give your teams the tools and processes to make your apps and websites fully accessible. We will cover how to implement both IOS, Android and WCAG accessibility guidelines in a fun and interactive way.

**Design sprints: add 2 days**
An immersive two-day workshop that is customised specifically to show you and your teams how to come up with decisions faster and innovate better to solve big business challenges using the process of Design Sprints (inspired by the world famous Google Sprints 2.0), which is designed to take you from idea to prototype to final decision in just four days.

**UX/UI FOR TEAMS: add 2 days**
A two-day workshop that is customised specifically for your company’s UX/UI-based project(s) and workflows so your teams truly get the most benefit out of learning about UX/UI; how to identify good vs bad design; and how to use industry leading tool Figma; so that they can quickly apply these learnings to improve your business.

**Design Leadership: add 2 days**
A workshop ideal for mid- and senior-level managers who want to influence, inspire, and increase their team’s effectiveness. You will be able to better motivate your teams and individuals. We have seen many of the attendees see an increase in the ability to hit KPI’s and a noticeable increase in staff retention.

**Design Thinking For Teams: add 2 days**
A two-day workshop that is customised specifically to help you and your teams figure out how to design better products and services to meet your customers’ needs. Our experienced instructors will explore everything from the research and ideation stage through to building prototypes and product testing.

**SEO for Teams: add 2 days**
A two-day workshop that is customised specifically to help your teams take control of your social media marketing and bring it inhouse so you can save time and money from dealing with outside agencies; feel confident knowing that those who know your product best are managing the marketing; and, most importantly, learn strategies to boost ROI.
Our teaching philosophy

We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally.

**Personalised learning system**
We work with your team to encourage learning and growth to happen in a shared and cohesive environment, not only ensuring that every member advances equally but also enhancing team dynamics, engagement and creativity.

**Practical**
Gain more depth using industry-leading tools and programs, enabling better decision making and higher quality execution.

**Real-world applications**
Our expert instructors are with you every step of the way, providing guidance through problem-solving and sharing valuable real world experiences in order to achieve best-of-breed results.

**Friendly**
Our industry expert instructors create a relaxed and friendly atmosphere, so you feel comfortable, have fun, and enjoy participating.
Know SEO & how it work

Know what SEO is all about and how search engines such as Google work so your teams feel confident about doing SEO independently.

Attract customer via SEO

Know how to use SEO to attract more customers online, improve your marketing; and improve performance.

Be visible on Google

Know how to make the most of your SEO so Google finds your brand and helps you stand out.

Here’s what you’ll be able to do after the course*
Payment

Early bird 10% off
Book and pay 30 days in advance and save 10% off your total

Team up for greater discounts
Web Courses Bangkok offers higher discounts to larger groups or teams. Please contact us for more details.

Payment terms
Corporate Rate - please contact us for details
50% deposit to confirm your place and 50% on the first day of the course.

Payment options
• PayPal
• Credit Card (+3% charges)
• Bank transfer
• Monthly installments (with 0% interest)
• Omise (+3.56% Charges)

Account details
Bank: Kasikorn Bank
Name: Web Consulting Bangkok Co., Ltd.
Branch: Sukhumvit 21
Account number: 611-2-04400-9
SWIFT: KASITHBK

Company details
Address: Web Consulting Bangkok Co., Ltd (Branch 1)
1028/5 1st Floor, Pongamorn Building,
10120 Bangvkok, Thailand
Phone: +(66) 2-6798607,
Direct: +(66) 95 641 9445

Note: Please make sure you send in your payment receipt. This helps us confirm your payment has been sent. Note that we are not responsible for any transactions fees.
Our graduates go on to have successful careers in web and tech.
We have full time accredited courses by the

Ministry of Education Thailand

50+

Courses

in graphic design, web design, web development, photography, videography & online marketing
9,000+
Graduates

We look forward to adding you to this number

300,000+
Hours of learning delivered

100+
Privately trained companies
Web Courses Bangkok is located in the heart of Bangkok’s business district and easily accessible by public transport. We’re a few steps from MRT Lumpini station (take exit 1, turn right and follow the signs) and the city’s bustling riverfront and Chinatown are just a 10-15 minute taxi ride from our academy.

**Phone:** 02-6798607, 02-6798621  
**Email:** info@webcoursesbangkok.com  
**Address:** 1028/5 1st Floor, Pongamorn Building, 10120 Bangkok, Thailand  

Webcoursesbangkok.com