SEO Management and Search Performance Training Course

11 – 15 January 2027
Lisbon

AGILE LEADERS
Training Center

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Overview

SEO Management and Search Performance Training Course is a one-week course for digital marketing, web, content, communications, and site-owner functions, who leave with an SEO Operating Plan. Participants connect organic search visibility, crawling, indexing, rendering, search intent, site architecture, content governance, authority signals, Search Console evidence, and improvement priorities. The course turns fragmented SEO tasks into a governed search performance workflow. Agile Leaders Training Center presents practical SEO management and organic search operations.

Who Should Attend

- Functions responsible for organic search visibility and performance
- Teams responsible for website structure and publishing governance
- Functions responsible for search-focused content strategy
- Teams responsible for web analytics and performance reporting
- Website owners responsible for technical and editorial priorities

The course assumes participants work with websites, content, or digital performance data and leaves out paid search advertising, general social media marketing, and software development.

Departments and Industries

The course supports departments and industries that depend on organic search discovery.

- Marketing, communications, and content operations
- Web management, digital product, and analytics teams
- Retail, hospitality, and professional services
- Education, healthcare, and publishing organizations
- Technology, finance, and business-to-business services

Learning Objectives

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

- Analyze crawling, rendering, and indexing evidence
- Build keyword and search intent maps
- Evaluate site architecture and on-page signals
- Apply technical SEO diagnostic methods
- Use Search Console performance evidence

- Prioritize ethical SEO improvement work

Course Agenda

Day 1: Search Ecosystem and Evidence

- Organic Search Visibility Operating Model
- Crawling, Rendering, and Indexing Flow Map
- Search Console Coverage Evidence Review
- Search Performance Metric Definition Sheet
- SEO Governance and Ownership Matrix

Day 2: Intent and Site Architecture

- Keyword and Search Intent Research Method
- Topic Cluster and Content Relationship Map
- Information Architecture Decision Tree
- Internal Link Path Analysis Worksheet
- URL Structure and Canonical Decision Log

Day 3: On-Page and Technical SEO

- Title, Snippet, and Heading Review Checklist
- Robots and Sitemap Control Matrix
- JavaScript Rendering Diagnostic Workflow
- Status Code and Redirect Issue Register
- Technical SEO Prioritization Scorecard

Day 4: Content, Authority, and Performance

- People-First Content Quality Review Method
- Content Refresh and Consolidation Decision Map
- Authority Signal and Link Evidence Register
- Search Query and Landing Page Analysis
- SEO Performance Dashboard and Review Cycle

Day 5: SEO Management Practice

- Exercise: Crawl and Indexing Evidence Diagnosis
- Exercise: Intent and Architecture Mapping
- Exercise: Technical SEO Issue Prioritization
- Exercise: Search Performance Review Decision
- Capstone Exercise: SEO Operating Plan

Practical Exercises

The course uses suggested activities based on retail, services, publishing, and technology websites.

- Suggested activity: diagnose a crawling and indexing evidence set and record the likely control issue.
- Suggested activity: create a keyword and search intent map linked to site architecture.
- Suggested activity: prioritize technical SEO findings by impact, evidence, effort, and dependency.
- Suggested activity: turn Search Console evidence into an SEO performance review and action backlog.

FAQs

Who suits SEO management and search performance training, and what does it assume?

SEO management training suits functions responsible for websites, content, analytics, and organic visibility and assumes practical exposure to web publishing or performance data.

How does SEO management differ from general digital marketing training?

SEO management concentrates on organic search discovery, crawling, indexing, site architecture, content signals, technical controls, and performance evidence; general digital marketing also covers paid media, email, social platforms, and broader campaign work.

How are crawling and indexing used in SEO management?

Crawling evidence shows whether search systems can request and discover pages, while indexing evidence shows whether eligible content is processed and stored for possible search results.

Which Search Console evidence supports SEO performance management?

Search Console evidence includes page indexing, URL inspection, queries, pages, clicks, impressions, click-through rate, average position, devices, and search appearance.

How should technical SEO issues be prioritized?

Technical SEO issues should be prioritized through evidence, affected pages, business relevance, dependency, effort, reversibility, and the risk of blocking discovery or understanding.

Conclusion

Participants take an SEO Operating Plan back to work. It connects crawling and indexing evidence, search intent, site architecture, content governance, authority signals, technical findings, performance measures, and ownership. The plan changes disconnected optimization tasks into a prioritized search performance workflow with review decisions and traceable evidence.