Peacock
Digital Marketing

Succeed & Grow

A a fully funded Marketing, Legal and Financial support scheme for rural microbusinesses in Staffordshire Moorlands and East Staffordshire.

Using SEO to Grow Your Business

October 29, December 11, February 4

Available online and offline. You must register to attend.

About the event

This workshop will cover how to use Search Engine Optimisation to increase organic traffic to your website. You will learn how to plan and produce content around what customers want to know, including how to use AI to help you write blog articles to drive relevant website traffic. You will also learn about content pillars and how to use this approach to plan other content, such as social media.

You will need something to record notes, and a laptop or large tablet if you have one. You might also like to start a 14-day free trial of SERanking, some SEO software, so you can access this tool during the tutorial. This is not a requirement, and you can cancel the trial.

Apply now, scan the code

Marketing workshops

How to Build a Business Website

This workshop will guide participants through the process of planning, designing, building, and launching a website.

Easy-peasy Social Media Planning

This workshop will focus on boosting your business' online identity through effective social media strategies.

Creating Content with Canva

This workshop will teach participants how to create visual content to communicate messages effectively.

Nail Your Business' Branding

This workshop will help participants identify and define their business through effective logo design and branding.

Stoke-on-Trent & Staffordshire Growth Hub

Staffordshire County Council