CONCEPT

SEO and Google Ads: Search Engine Marketing for Organic and Paid Search

6 – 10 September 2027
Amsterdam - Zuidas business district hotel



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Introduction:

SEO and Google Ads decide whether an organisation is found at the moment a customer searches, yet many teams run organic and paid search in separate silos, bid on terms their pages already rank for and overlook Arabic queries entirely. Crawl errors, slow pages and loosely structured campaigns then waste both content effort and media budget. This Core Concept course trains digital marketers to prepare websites for crawling, indexing and ranking and to build Google Ads Search campaigns that convert. Participants produce a Search Marketing Plan with a bilingual Keyword Map and a Search Campaign Build Sheet.

Course Objectives:

- Diagnose crawling, indexing and ranking issues on a website using Google Search Console and a search visibility audit
- Research and cluster English and Arabic keywords by search intent into a keyword map linked to landing pages
- Optimise page titles, content, structured data, Core Web Vitals, sitemaps and hreflang so bilingual pages can be crawled and ranked
- Structure Google Ads accounts with themed ad groups, match types, negative keywords and a suitable bidding strategy
- Raise Quality Score and ad performance through ad relevance, ad assets and landing page experience
- Produce a Search Marketing Plan that splits budget between SEO and paid search and includes a Search campaign build with conversion tracking

Target Audience:

- Digital marketing functions responsible for organic and paid search visibility
- Paid media and performance functions that set up and manage Google Ads campaigns
- Website and content functions that publish and maintain pages in Arabic and English
- E-commerce functions that manage product listings and online sales channels
- Marketing functions in small and mid-sized organisations that run search activity in-house

Course Outline:

Day 1: Search Engine Mechanics and Search Visibility Audit

- Crawling, Indexing and Serving: How Googlebot Discovers and Stores Pages
- Organic Versus Paid Listings: SEO and SEM Roles on the Results Page
- Google Search Console Page Indexing and Performance Report Review
- Robots.txt Directives, Canonical Tags and Duplicate Page Handling
- Search Visibility Baseline Audit Template for Organic and Paid Listings

Day 2: Keyword Research, Search Intent and Ranking Principles

- Informational, Navigational, Commercial and Transactional Intent Classification
- Keyword Discovery with Google Keyword Planner and Google Trends
- Arabic Query Variants: Spelling Forms, Dialect Terms and Transliterated Searches
- Keyword Clustering and Page-to-Topic Mapping Matrix
- PageRank Link Signals, White Hat Practice and Link Scheme Penalties

Day 3: On-Page, Technical and Local SEO in Practice

- Title Element, Meta Description and Heading Hierarchy Optimisation
- Structured Data Markup Validation with the Rich Results Test
- Core Web Vitals: LCP, INP and CLS Diagnosis with PageSpeed Insights
- Mobile Rendering, XML Sitemaps and Hreflang Annotations for Arabic-English Sites
- Backlink Profile Review and Google Business Profile Optimisation for Local Search

Day 4: Google Ads Structure, Bidding and Quality Score

- Google Ads Account, Campaign and Themed Ad Group Architecture
- Broad, Phrase and Exact Match Types with Shared Negative Keyword Lists
- Smart Bidding: Target CPA, Target ROAS and Maximise Conversions
- Quality Score Diagnosis: Expected CTR, Ad Relevance and Landing Page Experience
- Responsive Search Ads, Ad Assets, Shopping and Performance Max at Overview

Day 5: Search Build Lab and Search Marketing Plan

- Lab: Bilingual Keyword Map for a Retail or Professional Services Website
- Lab: Google Ads Search Campaign Build with Ad Groups, Negatives and Assets
- Lab: Conversion Action Set-Up with the Google Tag and GA4 Key Event Import
- SEO and PPC Budget Split Worksheet Using Paid Impression Share and Organic Rank
- Search Marketing Plan Presentation and Peer Review

Skills You Will Gain:

- Search Visibility Auditing
- Search Intent Analysis
- Bilingual Keyword Mapping
- Technical SEO Diagnostics
- Local Search Optimisation
- Paid Search Campaign Structuring
- Bid Strategy Selection
- Ad Quality Optimisation

Why Attend This Course:

- Return with a Search Marketing Plan, bilingual Keyword Map and Search Campaign Build Sheet prepared for your own website
- Stop paying for clicks on terms your pages already win organically and redirect spend to the gaps
- Capture Arabic search demand that English-only keyword lists miss
- Work hands on in Search Console, Keyword Planner, PageSpeed Insights and the Google Ads interface alongside peers from several sectors

Conclusion:

Search performs best when organic and paid activity are planned from one keyword map. The course moves from how search engines crawl, index and rank pages, through intent-based keyword research in Arabic and English, to on-page, technical and local SEO, then to Google Ads structure, match types, bidding and Quality Score. The final day turns this into lab work and a Search Marketing Plan with a bilingual Keyword Map and Search Campaign Build Sheet that teams can launch and refine.