

New Course In Local SEO Launched By Leading Digital Marketing Expert

Early response to a new online course designed to teach small business owners the ins and outs of local SEO demonstrates there was a significant gap in the market.



Perth, Western Australia Oct 24, 2023 ([IssueWire.com](https://www.issuewire.com)) - The SEO School teaches business owners how to do their own SEO. Early response to a new online course Local SEO Results, from The SEO School, has been designed to teach small business owners the ins and outs of local SEO and demonstrates there was a significant gap in the market.

According to the Local SEO course designer [Karen Dauncey](#), a well-established Perth-based digital marketing specialist, she launched the course because she had come across so many businesses that had great brand propositions but failed to thrive because of a lack of understanding of local SEO. “The response to this new course illustrates the huge demand from business owners wanting to upskill in this area.”

The course is structured specifically to help those businesses that sell their services or products in a specific geographical area to improve their digital visibility, attract qualified, highly motivated customers, and increase revenues.

The course runs over five modules which take participants through all the key processes, techniques, and tools for effective [local SEO](#) and teach them how to get their business visible on Google Maps for maximum online visibility.

Although it’s a self-managed online course, participants do have access to personalised support and guidance from Karen. She is a veteran in the field of digital marketing and has spent the past 8 years training business owners, marketers and website developers in SEO.

“Business owners are often too busy - and not sufficiently experienced in the workings of the search engines and SEO - to capitalise on the opportunities presented by local SEO. I also saw many business owners wasting valuable resources because they were focusing their energy and efforts on inappropriate and ineffective SEO strategies. That’s why I developed this particular course.”

Local SEO is a must for those retailers and service providers that serve customers from bricks-and-mortar premises in a defined area such as a restaurant, hairdresser, physio, chiro, beautician, gym and healthcare providers. It is also a valuable tool for other local businesses such as a mobile car detailing operation or a garden service company that visits the customer’s premises.

“It is critical for these businesses to attract customers through visibility on Google Maps and in local search results, and the only way to do this is through effective local SEO practices,” Karen said. “My new course offers business owners proven ways to attract qualified, motivated leads and to reach target customers in the right niche.”

The Local SEO Results course costs only \$299 and was a natural follow-up to Karen Dauncey’s hugely successful course called ‘The SEO School’ which has found favour among hundreds of business owners and website managers across the spectrum of industry wanting to upskill in this field of search engine optimisation.

“Whether you’re an accountant or a coffee shop, this Local SEO Results course suits the A-Z of businesses wanting to attract people in their local area to their website or their business premises and

become customers,” she concluded.

Find out more at [The Local SEO Results Course](#) or get in touch with Karen Dauncey via email at karen@theseoschool.com.



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