



PPC for SEO Course Sees Strong Results in Second Cohort as Demand Builds

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The second cohort of the PPC for SEO course has successfully concluded, marking another strong step forward for a training programme designed to bridge the gap between paid media and organic strategy.

Built specifically for SEOs looking to leverage paid search data to inform smarter organic decisions, the course continues to attract professionals seeking a more commercially grounded approach to search marketing.

The latest intake delivered clear outcomes, with attendees applying PPC insights to uncover high-converting search terms, refine keyword targeting, and improve overall SEO performance. The structure focuses on real account data, practical implementation, and decision-making frameworks rather than theory.

A new addition to the programme is a live sandbox environment, giving delegates access to a working Google Ads account where they can practise, test, and apply what they are learning in real time. This

ensures that concepts are not only understood but executed in a controlled, practical setting.

In a message sent to the person who referred them onto the course, one attendee commented:

"You undersold Booth's programme. I nearly passed on it."

Feedback from the cohort highlighted the value of using PPC as a testing ground for SEO, particularly in identifying intent-driven opportunities that are often missed in traditional SEO workflows.

The course reinforces a simple principle: PPC data, when used correctly, can significantly reduce guesswork in SEO and accelerate results.

With two successful runs completed, interest in future cohorts is increasing as more marketers look to adopt integrated search strategies that tie performance, intent, and revenue together.

The introduction of the sandbox has played a significant role in the evolution of the course delivery. Rather than relying on static examples or walkthroughs, delegates are now able to work directly within a live environment, making decisions, testing hypotheses, and seeing outcomes as they happen. This has shifted the sessions from passive learning into active participation.

By working within a shared, structured account, delegates can follow along in real time, replicate processes, and understand the cause-and-effect relationship between changes made in Google Ads and the data produced. This has proven particularly valuable when demonstrating how PPC data feeds into SEO strategy, as attendees can see first-hand how search term reports, audience signals, and performance metrics translate into actionable organic opportunities.

The sandbox also allows for controlled experimentation without risk to a live business account. Delegates can test campaign structures, adjust targeting, and analyse performance without the pressure of impacting real budgets or revenue. This has created a more open learning environment, encouraging questions, testing, and deeper understanding.

As a result, the overall delivery has become more interactive, more practical, and more aligned with how professionals actually work in live accounts. This has been reflected in the feedback, with many attendees highlighting the hands-on element as a key differentiator of the programme.

An upcoming addition to the programme is a dedicated mastermind session focused on capturing the sponsored position at the top of the map pack. This session will walk through the exact setup required to position campaigns for maximum visibility within local search results, an area that continues to drive high-intent traffic and conversions. Delegates will be shown how to structure campaigns, align location

targeting, and utilise the correct assets and signals to increase eligibility for these placements. The session will also cover how to interpret performance data from these placements and feed that insight back into both PPC and SEO strategies. This forms part of the broader objective of the course, ensuring attendees are not only identifying opportunity but are equipped to actively capture it in competitive search environments.

Further information on upcoming courses can be found at [PPCforSEO.com](https://ppcforseo.com).

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For more information about PPC for SEO, contact the company here: PPC for SEODerek
Booth07921709793support@ppcforseo.com775 E. Fortification StreetJackson, MS 39202

PPC for SEO

PPC for SEO teaches marketers how to use paid search data to validate SEO strategy, uncover high-intent keywords, and make faster, evidence-based decisions that improve rankings, traffic, and conversions.

Website: <https://ppcforseo.com>

Email: support@ppcforseo.com

Phone: 07921709793

