

Live SEO Training Helps New Businesses Launch Without Costly Mistakes

Learn SEO through live training sessions in English or French. The SEO Academy helps new businesses launch right and avoid costly beginner mistakes.

TTOKYO, JAPAN, November 10, 2025 /EINPresswire.com/ -- The SEO Academy, a live SEO training platform, today announced the launch of its new business-focused learning program. Founded by Lay Nadji, an SEO strategist with over a decade of experience, the SEO Academy has been designed to help new businesses [learn SEO](#) fundamentals through live, interactive sessions. Unlike pre-recorded courses that overwhelm learners with theory and can become out of date quickly, The SEO Academy focuses on practical, real-world applications that can help prevent the costly mistakes startups often make when outsourcing digital marketing. The Problem: Why Founders Need An Understanding of SEO

As AI reshapes the internet, tools like ChatGPT, Perplexity, and Gemini are becoming more and more popular. As a result, entrepreneurs are quickly discovering that understanding SEO basics is no longer optional.

"I've watched too many new businesses spend thousands on agencies or ads without understanding how search visibility actually works," says Lay Nadji, Founder of The SEO Academy. "You're flying blind when you don't know what drives your rankings or traffic." With more than 10 years of experience, Mr. Nadji has identified a consistent pattern: startups that understand search intent and analytics from the start outperform those relying solely on

LIVE SEO TRAINING REPLACES OUTDATED COURSES

NEW PLATFORM TEACHES REAL-TIME SEO FUNDAMENTALS

THE
SEO
ACADEMY

Live SEO Training replaces outdated courses

THE SEO
ACADEMY
LEARN IT. RANK IT.

The SEO Academy

external providers.

The Solution: Practical, Live SEO Education

The SEO Academy offers participants the opportunity to learn SEO through five days of structured, interactive sessions, available in English and French. Each section of the program combines theory with actionable exercises designed for real businesses. The SEO Academy offers three training options:

Individual training – USD \$990 (five one-on-one hours)

Group sessions – ideal for small teams

Corporate programs – custom pricing for organizations building internal SEO policies

All sessions are conducted via Zoom and taught directly by Mr. Nadji, who brings 10+ years of hands-on experience in digital strategy and search optimization. Participants gain practical SEO knowledge including keyword research, content planning, technical optimization, and analytics interpretation.

What the Curriculum Covers

The five day program focuses on practical knowledge rather than academic theory. The structure of the program will be as follows:

Day 1: How search really works

Day 2: Making Content People Find

Day 3: Building Your Website's Reputation

Day 4: The Technical Stuff (Made Simple)

Day 5: Tracking Results & Getting Better

Each session is designed to teach participants how to identify opportunities, evaluate SEO practices, and avoid common digital marketing mistakes on their own.

Who is the SEO Academy For?

The SEO Academy is designed for:

Solo entrepreneurs launching their first online business

Small business owners who rely on external agencies

Teams looking to bring their SEO in house

Companies evaluating SEO strategies for long-term scalability

“Most SEO training out there is either too academic or too automated,” Mr. Nadji explains. “We focus on teaching the 20% of SEO that drives 80% of results, so entrepreneurs can make their own informed decisions.”

Pricing & Availability

The Individual [Search Engine Optimisation Training](#) Program is available now for \$990 USD, offering five hours of personalized coaching, exercises, and review sessions, using the participant's business as the source material. Team programs are available at custom rates depending on company size and objectives.

Courses are conducted live on Zoom in either English or French, with flexible scheduling to accommodate entrepreneurs around the world. Individual courses include a 30-day satisfaction guarantee.

Businesses interested in getting started with SEO through live, practical sessions can visit <https://theseo.academy/> or contact hello@theseo.academy for individual or team enrollment details.

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