



# SEO, Inbound Marketing & Content Marketing (AI)

100% free with a **Bildungsgutschein** from the Arbeitsagentur

**FOCUS**

**TOP**  
ANBIETER FÜR  
WEITERBILDUNG  
2026

XDi  
Experience Design  
Institut

FOCUS.DE/BUSINESS

# Discover the world of SEO, Inbound & Content Marketing

Become a certified SEO & Content Marketing Manager with our SEO, Inbound Marketing & Content Marketing (AI) training program. Learn online through a combination of live classes with industry experts and flexible self-study. Build skills in SEO & GEO Optimierung, KI-gestützte Content-Erstellung, Prompting, Brand Identity & UX and On-Page- & Performance-Optimierung. Secure a lucrative job with an attractive salary and earn a state-recognized certificate of completion.

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# An overview of your career

Learn at your own pace with this SEO, Inbound & Content Marketing-bootcamp fully online and flexible, whenever and wherever it suits you. Design your learning journey and advance at a rhythm that matches your lifestyle. Acquire in-demand, practical skills in SEO & GEO Optimierung, KI-gestützte Content-Erstellung, Prompting, Brand Identity & UX and On-Page- & Performance-Optimierung. Learn 1-on-1 with an experienced mentor, accompanied by your personal study advisor and our career coaches. Make yourself job-ready and secure a future-proof job.

## Skills you'll master

- Digital Marketing, Customer Journeys & AI
- Brand Identity, Conversion Design & Accessibility
- AI Content Workflows, Prompt-Engineering, Visuals & Content Repurposing
- SEO, GEO, Keyword Research, On-Page Optimization & Reputation

## Tools, techniques & methods



Neuroflash



Canva



Google Trends



Ubersuggest



Answer The Public



SEO Meta in 1 Click



SISTRIX SERP



AI-Tools

## Details of your course



### Format

Live Online Training &  
E-Learning Selbststudium



### Duration

Vollzeit: 7 Wochen  
Teilzeit: 14 Wochen



### Start

12.10.2026  
25.01.2027



### Scope

Vollzeit: 35 h / Woche  
Teilzeit: 17,5 h / Woche



### Languages

English  
German

# Benefits of our Live Online Training & E-Learning Selbststudium bootcamps



## **Interaktive Live Trainings mit Branchenexperten**

Du nimmst an interaktiven Live Workshops mit Branchenexperten teil – so lernst du direkt vom Experten und erzielst nachhaltige Lernerfolge.



## **Job-ready Praxis in realen Projekten**

Lerne mithilfe realer, branchenspezifischer Szenarien und erwerbe praxisnahe Fähigkeiten, die du unmittelbar im Job einsetzen kannst.



## **Unbegrenzter Zugang zu multimedialen Inhalten**

Du profitierst von interaktiven Inhalten auf Hochschulniveau! Wir vermitteln lebendiges Wissen mit Artikeln, Videos, Quizze und praxisnahe Übungen.



## **Jederzeit und von überall lernen**

Passe deine Weiterbildung deinem Lebensstil an. Lerne online jederzeit und von überall. Laptop und Internetanschluss reichen aus.



## **Karriereservices für deinen neuen Job**

Mit Bewerbungstrainings, Karrieresprechstunden und unserer aktiven Jobvermittlung helfen wir dir auf dem Weg zu deinem neuen Job.



## Vollzeit

Du willst voll und ganz in SEO, Inbound & Content Marketing eintauchen? Dann nimm an unserem Intensivkurs in Vollzeit teil.

- Abschluss in 7 Wochen
- Vollzeit online lernen
- 35 Stunden per Woche



## Teilzeit

Du hast einen Halbtagsjob, Kinder oder anderweitige Verpflichtungen? Dann absolviere den SEO, Inbound & Content Marketing-Kurs in Teilzeit.

- Abschluss in 14 Wochen
- Teilzeit online lernen
- 17,5 Stunden per Woche

## Satisfaction guarantee

### Try it for 14 days

Feel free to try the course risk-free for up to 14 days from the start date. If it doesn't meet your expectations, you may cancel your enrollment at no additional cost.



# Our course is suitable for the following people



## **Arbeitslose oder Arbeitssuchende**

Du bist arbeitslos oder arbeitssuchend, hast Anspruch auf einen Bildungsgutschein und willst die Zeit nutzen, um dich für einen neuen Job als SEO & Content Marketing Manager zu qualifizieren.



## **Quereinsteiger und Berufsumsteiger**

Du bist eine branchenfremde, berufstätige Fachkraft und möchtest SEO & Content Marketing Manager werden, um dich beruflich zu verändern, zu wachsen und neue Chancen zu nutzen.



## **Von Arbeitslosigkeit bedrohte Angestellte**

Du bist Mitarbeiter eines Unternehmens im Strukturwandel und dein Job ist in Gefahr. Mit einer kostenlosen Weiterbildung über den Bildungsgutschein nach dem Qualifizierungschancengesetz kannst du dich gezielt qualifizieren und deinen Arbeitsplatz sichern.



## **Fachkräfte & Spezialisten**

Du bist Spezialist in deiner Disziplin, möchtest dein Fachwissen ausbauen, dich zertifizieren lassen oder dich optimal auf eine Zertifikatsprüfung vorbereiten.



## **Absolventen und Studierende**

Du hast kürzlich dein Studium abgeschlossen oder studierst noch und willst deine akademischen Qualifikationen durch praktische, branchenrelevante Fähigkeiten erweitern.



## **Interessierte Personen**

Du interessierst dich für SEO, Inbound & Content Marketing und möchtest die praktische Anwendung von SEO & Content Marketing Manager-Tools für persönliche oder berufliche Zwecke kennenlernen.

# Die perfekte Mischung

## für deinen Lernerfolg

Du profitierst von einer perfekten Mischung aus Live Trainings mit erfahrenen Trainern, hochwertigen E-Learning-Inhalten auf Hochschulebene und einer Community für Austausch und Zusammenarbeit.



### Tägliche Live Trainings

- Tägliche Termine
- 35 Stunden per Woche
- 09:00 - 16:00



### E-Learning

- Multimediale Inhalte
- Selbstbestimmt lernen
- Jederzeit und überall



### Karrierservices

- Bewerbungstraining
- Karrierecoaching
- Jobvermittlung



### Community

- Unbegrenzter Zugang
- Austausch & Zusammenarbeit
- Kollegen & Gleichgesinnte

# Your career prospects and job opportunities

## Take the next step in your career

Secure a job in one of the fastest-growing professions in the technology industry. Acquire in-depth knowledge in SEO, GEO, AI Content Creation, Brand Identity & Storytelling, On-Page Optimization & Performance, and Customer Journey Mapping. Develop exactly the skills you need for a career as SEO & Content Marketing Manager. Secure an attractive, well-paid job with a future in the IT industry.

**€ 41.000**

Average annual salary

**1.200**

Average monthly job offers

**+5%**

Estimated employment growth by 2030



# Project based learning

**Hands-on practice. Capstone project.**

**Recognized portfolio that stands**

Through project-based learning, we ensure a holistic, active, and sustainable approach to skill development that bridges theory and practice and optimally prepares learners for real-world challenges.

Our courses primarily focus on developing the skills that are essential for professional success and personal growth. Theory and practice complement each other, and participants are actively involved in the learning process.



## **Project with assignments and real-world case studies**

Start your professional development and work on a real-world project! Tackle realistic tasks that will perfectly prepare you for your future job.



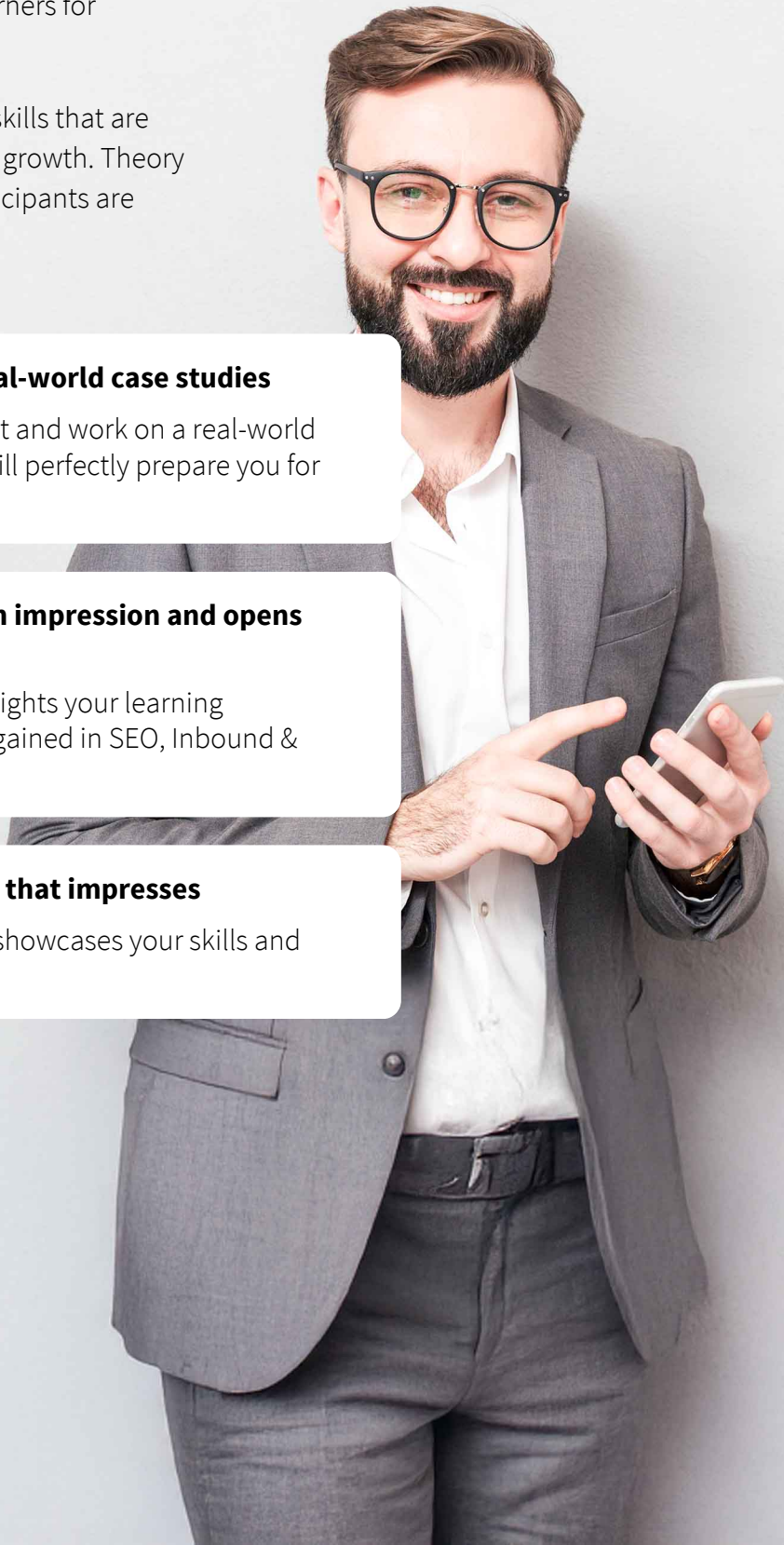
## **A capstone project that makes an impression and opens doors**

Create a capstone project that highlights your learning achievements and the skills you've gained in SEO, Inbound & Content Marketing.



## **An industry-recognized portfolio that impresses**

Create an impressive portfolio that showcases your skills and opens doors with hiring managers.



## CURRICULUM

# What you will learn

### Hands-on education in the skills of the future

In this SEO, Inbound & Content Marketing course, you will acquire the most important skills based on a curriculum designed by industry experts. The SEO, Inbound & Content Marketing training includes industry-validated, interactive content at a university level and extensive hands-on experience in real projects. You will build a portfolio and complete the program with a capstone project.



# Module 1

## Digital Marketing Fundamentals, Customer Journey & AI

This module teaches the fundamentals of digital marketing and organizes key disciplines along the funnel and customer journey. Participants will develop a realistic understanding of their role as T-shaped marketers and receive a thorough introduction to the responsible use of AI in marketing.

### Core Skills

Marketing Basics

Customer Journey

Advertising Psychology

Basic Understanding of AI

### Learning Outcomes

You will learn :

- Explain and classify central disciplines of digital marketing
- Apply funnel and customer journey concepts
- Analyze the differences between B2B and B2C marketing
- Assess the applications, limits and risks of AI

### Content

- Role Model of the T-Shaped Marketer
- Marketing Funnel & ZMOT
- Personas as Hypotheses
- Advertising Psychology & FAST Framework
- Market & Competitor Analysis
- AI-Basics & Human-in-the-Loop

# Module 2

## Branding, UX & Creative Experience Design

This module demonstrates how brand identity, user experience, and conversion logic work together. Participants learn to think of brands as a consistent system and to design digital experiences that are user-centered, high-performing, and accessible.

### Core Skills

Branding Basics

UX Design Principles

Conversion Design

Accessibility Basics

## Learning Outcomes

You will learn:

- Analyze the brand core and positioning
- Describe the relationship between brand, campaign, and asset
- Structure conversion-relevant landing pages
- Classify performance, conversion, and accessibility principles

## Content

- Brand Core & Brand Identity
- Storytelling & Campaign Logic
- Landingpages & Message Match
- Mobile-First & Core Web Vitals
- Conversion Optimization (CRO)
- Accessibility & Responsible Design

# Module 3

## AI-Supported Content Production, Social Storytelling & Media Ethics

This module provides a structured approach to AI-powered content production. Participants will learn how to efficiently plan, create, review, and publish content tailored to specific platforms—while adhering to legal and ethical guidelines.

## Core Skills

AI Content Processes

Storytelling Methods

Prompting

Media Ethics

## Learning Outcomes

You will learn:

- Structure AI content processes
- Use and evaluate prompts in a targeted manner
- Distinguish between and apply storytelling formats
- Classify legal and ethical requirements
- Edit and approve AI texts
- Understand platform specifics & creator storytelling

## Content

- AI Content Workflows

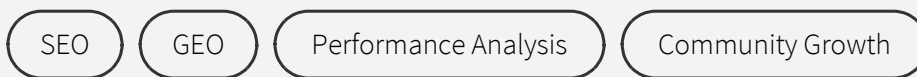
- Prompt Frameworks
- Text, Image & Video Storytelling
- Content Engine & Repurposing
- Media Ethics & Governance

# Module 4

## Organic Growth – SEO, GEO, Community & Performance

This module focuses on organic growth through search engines, AI response systems, and communities. Participants will understand SEO not as a technical skill, but as a strategic, user-centered process.

### Core Skills



### Learning Outcomes

You will learn:

- Classify keyword and topic research
- Understand on-page optimization as a process
- Analyze community and reputation signals
- Classify the measurability of organic measures

### Content

- Keyword & Topic Research
- On-Page Optimization
- Website-Performance & CWV
- GEO & AI-Search
- Community & UGC
- First-Party Data & Measurability

# Human-centered learning

**in an online learning environment**

Online, but not alone. Our proven, human-centered approach guarantees you ongoing support and a dedicated team to guide you every step of the way.



# Ausgezeichnete Lern- erfolge

**Wir lassen dich nicht alleine!**

Unser erprobter, menschenzentrierter Ansatz bietet dir stets die Unterstützung, die du brauchst und ein motiviertes Team, das dich auf deinem Weg begleitet.



## Tägliche Live Trainings

Starte neu und lerne von erfahrenen Branchenexperten mit viel Praxis, um dich optimal auf deine berufliche Zukunft vorzubereiten.



## Karrierecoaches begleiten dich

Unsere Karriere-Coaches begleiten dich von Tag 1 an und bereiten dich optimal auf eine erfolgreiche Karriere vor.



## Studienberater an deiner Seite

Unsere Studienberater stehen dir bei allen Fragen zur Seite und meistern mit dir jede Herausforderung, die sich dir in den Weg stellt.



## Deine kollaborative Gemeinschaft

Lernen geht am besten mit anderen. Da Lernen kein Alleingang ist, erhältst du einen exklusiven Zugang zu unserer Community.

# Career services

## for you and your future

With our career services, we guide you through the entire professional development, from onboarding to successful completion and beyond. We support you from your first career goal to signing your contract with personalized coaching, practical support, and smart tools. We ensure that you're ready for the job market and connect you with interesting employers.



### Academic advising

Our academic advisors are here to offer you guidance and support, and will help you overcome any challenges that come your way.



### Job application training

You'll benefit from free job application training tailored to the needs of employers.



### Career advice sessions

We offer free career counseling sessions with experienced HR managers to provide you with personalized advice.



### Career coaching

Our career coaches will support you from the very start of the course and provide you with the best possible preparation for your professional career.

# Funding & financing

There are many ways for you to take advantage of our subsidized training programs. Below, we have compiled all the relevant information about the available funding options that you can use to participate in our training programs.



## Bildungsgutschein

00,00€

**100% funding** with an AZA-V-certified education voucher



## Self-payers

### One-time payment

2.649 €



## Monthly payment

### One-time payment before the course starts

€

### Monthly payment

€

# Bildungsgutschein

## 100% funded professional development

Take advantage of training or retraining funded through a Bildungsgutschein from the Agentur für Arbeit! You get the chance to gain specific skills and seize new career opportunities. All further training costs are covered by the Agentur für Arbeit or the Jobcenter.

A Bildungsgutschein allows you to participate in training programs free of charge. These are financed by the Agentur für Arbeit or the Jobcenter to support residents in Germany to upskill and improve their professional qualifications.

### Maßnahmenummer

**Full-time:** 955/249/2026

**Part-time:** 955/342/2026

Here's how to get your Bildungsgutschein

#### 1 Consultation

Make an appointment at your local Agentur für Arbeit.

#### 2 Bootcamp

Choose an XDi course of your choice.

#### 3 Course offer

Request a quote for the course of your choice.

#### 4 Application

Submit an application and your course offering.

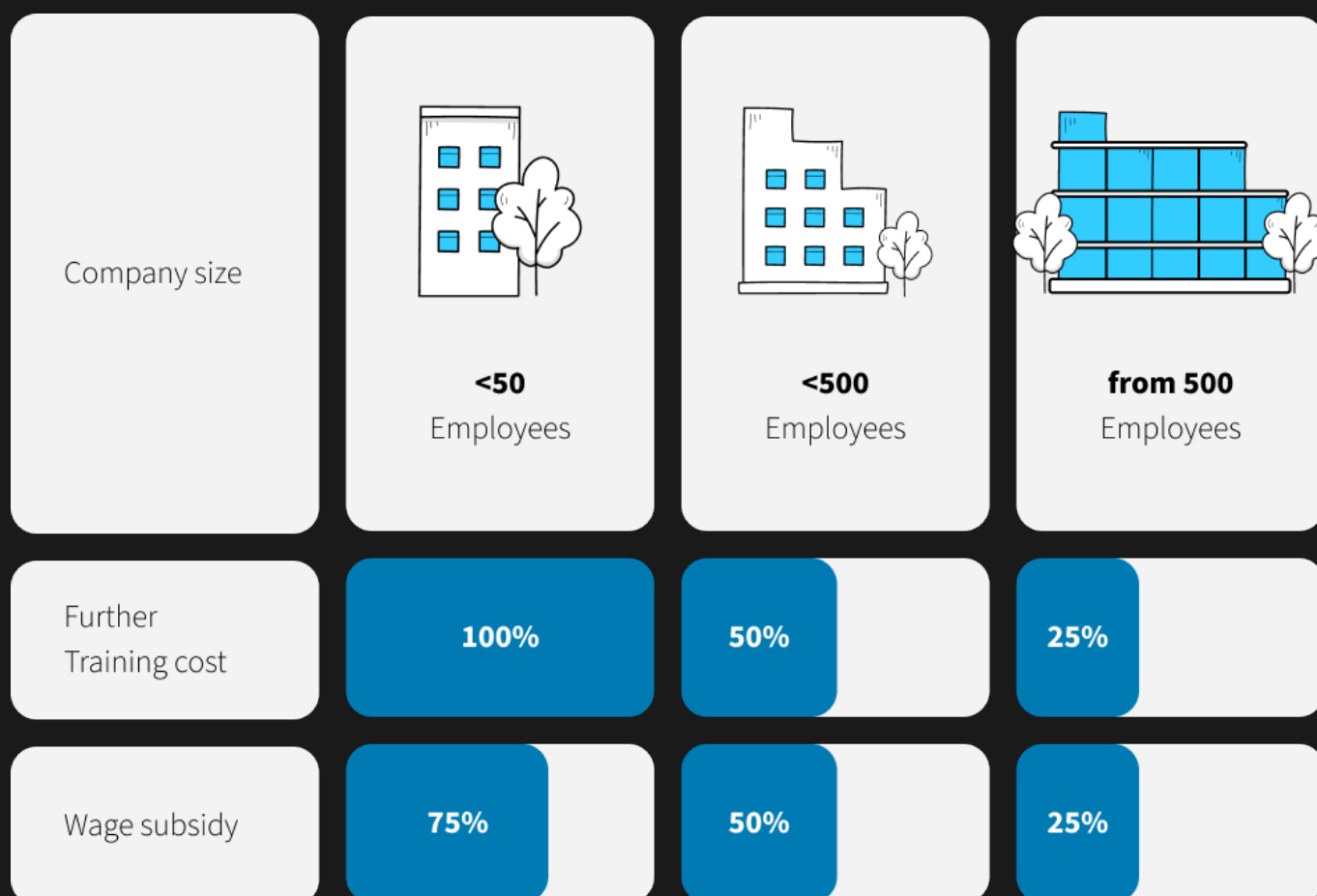
#### 5 Registration

Register and submit the education voucher.

# Qualifizierungschancengesetz

For job seekers and employees

At a time when technologies are constantly evolving, and the world of work is transforming, companies need to invest in professional development and upskilling of their employees. This ensures they are prepared for the challenges of the future and enables organizations to successfully navigate the digital transformation.



# Benefit from XDi

XDi focuses on new, interactive teaching and learning formats based on the latest findings in brain research. Our motto is “learning by doing”; participants in our training programs learn to apply relevant methods and techniques through practical exercises in realistic projects, with the support of a personal mentor.



# Officially recognized certificate

Upon completion of the training program, you will receive the „SEO & Content Marketing Manager“ certificate from the XDi – Experience Design Institute. The certificate is recognized by German UPA, the Interaction Design Foundation, and UXPA, and has earned an international reputation.



# Top salary & career opportunities

More jobs require more knowledge. Many of our students achieved positive results after attending our seminars.



## SEO Expert

optimises websites for search engines and increases visibility

Up to **42.400€**

## SEA/SEM Expert

manages search engine advertising and optimises digital ads

Up to **41.800€**

## Social Media Manager

manages content and campaigns on social media

Up to **40.200€**

## Content Manager

manages content strategy, planning and creation

Up to **37.600€**

## Digital Marketing Manager

plans, manages and analyses digital marketing campaigns

Up to **49.500€**

## Performance Marketer

analyses and optimises digital marketing performance

Up to **53.600€**



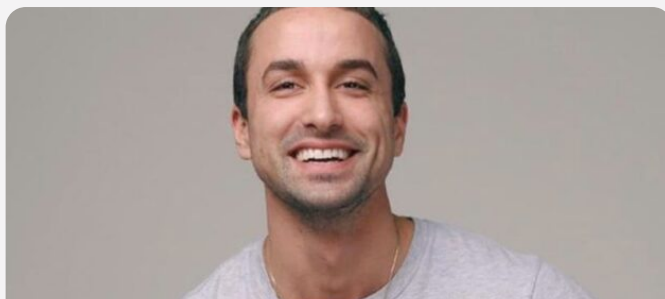
# See for yourself!

Show more →



## Hannah Reiss

Von der Weiterbildung zum [Certified Digital Marketing Manager](#) bin ich begeistert! Sie hat nicht nur Spaß gemacht, sondern auch einen enormen Wissensgewinn vermittelt. Die Inhalte waren perfekt aufeinander abgestimmt und haben mich dazu motiviert, mein Verständnis und meine Fähigkeiten in diesem Bereich zu vertiefen. Zudem stand mir meine Mentorin jederzeit bei Fragen und Unklarheiten zur Seite.



## Sergio Castiglioni

Der Kurs zum "[Certified Digital Marketing Manager](#)" ist auf dem neuesten Stand, modern und mit Blick auf die Zukunft ausgerichtet. Die Inhalte waren sehr interessant und haben mir die Augen geöffnet, sowohl für meine private Sicht auf die digitale Welt als auch in Bezug auf Digital Marketing. Sehr empfehlenswert, wenn man einen Crashkurs in digitalem Marketing machen möchte!



**5/5**

Google



**4,5/5**

Trustpilot



**4,9/5**

Kursfinder



**4,7/5**

Career  
Karma



**4,9/5**

Course  
Report



**4,7/5**

SwitchUp

# Our references

These companies are training their workforce with us and recruiting our students.

See all our references →

**adidas**

**Allianz** 

**amazon** 

 **AT&T**



 **Bayer**

 **BOSCH**

**DAIMLER**

**Deloitte.**

 **BAHN**

**Deutsche Bank** 

Dr. Becker  Klinikgruppe

**Dräger**

**e-on**

**fielmann**



**BOSS**  
HUGO BOSS

**ING** 

 Mercedes-Benz

**SUPER RTL**

 **Telefónica**

# Certified and accredited

Government-approved and **100% eligible** for funding. Get some advice on how to get everything you need for the Federal Employment Agency.



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**2026**

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**Learn today  
for the world of tomorrow**

## Contact

✉ [intouch@xd-i.com](mailto:intouch@xd-i.com)

☎ +49 30 5200 1310

🕒 Mo. - Fr. 08:00 - 17:00 Uhr

🌐 [xd-i.com](https://xd-i.com)