Search Engine Optimisation SEO – SEM

Description

On average, 40% of visitors land on your website via a search engine like Google. This training in SEO, SEM, SMO will help increase the number of visitors of your website by improving its visibility and positioning on search engines.

Course Content
Module 01

- SEO or SEM
- The different methods of SEO (SEO / SEM / SMO)
- Operation of search engines and key figures
- SEO: fundamental to reference
- Build its SEO Toolkit
- Useful plugins for SEO
- The tools to check its position
- Tools to analyse and audit of a site
- Content: basic brick SEO
- Good practices for the content of your site
- Content quality and quantity as key SEO
- Updating content
- Internal mesh
- Technical SEO: Example of a perfectly optimized website
- Strategy netlinking
- Social networks: their roles in traffic acquisition

Module 02

- Keyword Strategy
- Objective of a strategy to keywords
- Understanding user behavior
- How to find keywords?
- Study the competition, market demand, trends
- The long tail strategy
- Choose a relevant domain name
- Strategically build a website tree
- Understanding customer needs
- Understanding the expectations of Internet
- Designing an effective ergonomics through wireframes
- Building the zoning of the home page
- Building the zoning landing pages to promote the conversion
- How to optimize your website conversion rate?
- Design other pages

Documentation

- Digital courseware included

Participant profiles

- Marketing professionals
- Communication professionals
- Web masters
- Community managers
- Head of Web projects

Prerequisites

- Be comfortable with the computer, Internet and control the functionality of websites

Objectives

- Know the differences between reference systems and will be able to make the right choices to drive traffic to the company's website

Niveau
Fondamental
Classroom Registration Price (CHF)
1400
Virtual Classroom Registration Price (CHF)
1300
Duration (in Days)
2
Reference
DM-SEO