SEO for WordPress («SEOPRE»)

Learn step-by-step how to optimize your WordPress website for Google so that potential customers can find you more easily. Think about it, when was the last time you went to page 2 on Google?

Duration: 1 day
Price: 750.–
Course documents: Digicomp courseware

Content

With a market share of 65 percent, WordPress is the most popular content management system worldwide. But the best-looking website is of little use if it can't be found. Optimize your WordPress website for Google & Co. In this day course you will work on optimizing your own WordPress website. If this is not possible, we will provide you with a WordPress website for practice.

- How search engines tick: Ranking factors between myths and practice
- Keyword research: How to find the right keywords
- SEO in WordPress: What belongs where, incl. the most important tools for analysis, the recommended plugins and many practical tips
- How to optimize texts for Google & customers
- Google Snippets and other important factors
- On- and offpage optimization: Why not every link helps
- How you are guaranteed to be penalized by Google and how to avoid it
- Impulses on the topic of relevance, customer orientation and content
- Practical knowledge on topics such as load times, image sizes, image SEO round off your new knowledge about SEO and WordPress

Key Learnings

- Understanding the essential factors in search engine optimization
- Being aware of how potential customers search and how to prepare the website for them
- Performing keyword analysis, implementing SEO for images as well as optimizing texts for Google
- Knowing tools and plugins for optimal results in search engines
- Receiving many tips and direct feedback on your website that will help you immediately

Methodology & didactics

This course is structured as an informative, exemplary, hands-on teaching sequence including follow-along and re-creation exercises (you will work on your own website).

Target audience

This course is aimed at people who run or maintain a WordPress website themselves and want to increase their findability in search engines.

Additional information

Please bring your own laptop
You can use it to save what you have been shown and learned directly on your environment and use it

immediately for your daily work in the company. If you do not have a laptop, we can provide you with **digicomp**
computer. Please contact info@digicomp.ch after registering for the course.

For virtual participation, we recommend the use of an additional monitor (not just a laptop) so that you can fully follow and participate in the lesson.

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-media-communication/publishing/web/course-seo-for-wordpress