

Professional text and keyword optimization for search engines («TXTKEY»)

Learn how your customers search in the search engines, which terms represent your competitors in the search engines and how to carry out a professional keyword research and write relevant texts.

Duration: 1 day

Price: 750.–

Course documents: Digital handouts

Content

If you want to be found on the web, you have to be at the top of the search results. But what are your customers looking for and which terms do they use? And: A top position is no longer enough. If the visitor does not get what he was looking for on your website, he will be gone within seconds.

In order to reach your customers via search engines and on your website, you need to know the problems and needs of your potential customers. Professional keyword research will help you.

Morning

1. Analyze and find keywords
 - Tools and ways to find keywords
 - keyword brainstorming
 - Understand the search intention of your customers
 - Integrate known search queries
 - Find synonyms and combinations
2. Analyze competitors
 - Tools to analyze the competition
 - Which terms are used to find competitors?
 - Analyze competitor density
3. Evaluate keywords
 - Determine keyword efficiency
 - Clean up keyword list
4. Use of keywords
 - Classification of own offers
 - Use of keywords for current content
5. Evaluation and optimization
 - Tools for control and evaluation
 - Regular success monitoring
 - optimisation possibilities

Afternoon

1. Introduction for editorial offices and shop operators
 - Writing for the search engines
 - Writing for website visitors
 - Interesting content as a source for backlinks
2. Lab: Creating your own keyword list
3. Use of the keywords in the text
 - Text Structuring and Semantics
 - Text quantity and keyword density
 - Meaningful headlines
 - Powerful Google Snippets

4. Structured Writing
 - Preparation of the content
 - copy for editing
5. Lab: Writing your own optimized text
6. Tools for text optimization

Key Learnings

- Knowing the search method of potential customers in the search engines
- Knowing the conceptual coverage of the competition in the search engines
- Performing a professional keyword research
- Independent improvement of the visibility of your Internet presence for important search terms
- Practice-oriented learning based on your concrete examples
- Creating texts that meet the requirements of search engines
- Contribute to a better visibility of your website in the search engines
- Use of interesting content as a source for links to your website (backlinks) to increase your ranking in search engines
- Get to know practical tools that support you in optimising your texts

Target audience

Marketing experts, business and private people who operate a website and want to increase their search engine findability for relevant search terms; employees of companies who have been commissioned with website optimisation, as well as participants who want to develop a basic understanding in order to be able to accompany and coordinate web optimisation projects.

Requirements

Experience in dealing with the Internet and search engines, online affinity and enjoyment in writing texts. Previous participation in the following courses is an advantage:

- [SEO for Beginners \(«SEO»\)](#)
- [SEO for Advanced Users \(«SEO2»\)](#)

Additional information

Please bring your own laptop with you.

You can use it to store what you have seen and learned directly in 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 a computer. After registering for the course, please contact info@digicomp.ch.

Related courses:

- [SEO for Beginners](#)
- [SEO for Advanced Users](#)
- [ChatGPT for Beginners](#)

Further courses

- [Advertising with Google Ads \(«GO2»\)](#)

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/digital-marketing/seo/course-professional-text-and-keyword-optimization-for-search-engines

