

SEO for Advanced Users («SEO2»)

In this course you will learn which technical and content factors are actually important and how continuous SEO monitoring works. Using examples and your website, we will show you which strategies and tactics are effective.

Duration: 1 day

Price: 850.–

Course documents: Digicomp course materials

Content

1. Important notes on Google updates
 - Content vs. technology: what new features do I need to be aware of?
 - User Signals
 - B.E.R.T., DwellTime
2. Structured data
 - Introduction, use cases, tools and testing
 - What is schema.org
 - Stumbling blocks, hints
 - Voice Search and its influence
3. Search Engine Optimization with AI
 - Learn about the tools that can help
 - Optimization with the help of tools
4. Google Search Console
 - Use cases
 - Concrete tips and tricks
5. Seobility / Sistrix / Tools
 - Which tools do you need, how do they work
 - Competitive keyword ranking
 - Strategies and tactics
6. SEO as a project
 - Budget and project management
 - Continuous improvement
 - Key figures, KPI
7. Insight Search Engine Marketing (SEA) and Web Analytics

Key Learnings

- In-depth knowledge of search engine optimization
- In-depth knowledge of AI tools and assistants and how to best incorporate them into SEO projects
- Knowledge of Google updates
- Knowledge of tactics in concrete application
- Budgeting and project planning for advanced SEO
- Planning and implementing in combination with advanced digital marketing
- Measuring and monitoring (KPI's in SEO)
- Gaining insight into related disciplines such as Search Engine Marketing (SEA) and Web Analytics to identify and leverage synergies
- Understanding of how to stay up to date

Impulse parts, practical applications, breakout sessions / individual work as well as group work

Target audience

This course is aimed at marketing managers, small and medium-sized entrepreneurs, webmasters and agency owners, sales managers and independent professionals.

Requirements

Having your own website where you can apply what you have learned and other analysis tools is an advantage. Attendance of the following course or equivalent knowledge:

- [SEO for Beginners \(«SEO»\)](#)

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 a computer. Please contact info@digicomp.ch after registering for the course.

Further courses

- [Professional text and keyword optimization for search engines \(«TXTKEY»\)](#)
- [SEO Optimization: Analysis, Tools and Methods for Top 10 Rankings \(«SEOTOP»\)](#)

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-seo-for-advanced-users