SEO for Beginners («SEO»)

You want to be better found on the internet with your website? In this course, you will learn and apply the functionality of search engines and the main methods of search engine optimization.

Duration: 1 day
Price: 750.–
Course documents: Digital Handouts

Content

1. SEO & Search Engines
   - What is SEO?
   - Search Engines: Google and the rest
   - Crawlers, Robots, Spiders: How Search Engines work
2. SEO Strategy
   - Five phases of Online Marketing
   - Holistic Approach: SEO, SEA, CRO, SMO and Co.
   - The right strategy for every objective
   - Traffic: increase in visitor numbers
   - Branding: increasing brand awareness
   - Conversions: LeadGenerierung, ECommerce sales
   - Key figures: Define KPIs and make measures measurable
3. Keyword research
   - Find the right keywords
   - Tools for keyword research
   - Competition: how and with what your competition is represented in the Search Engines
4. Inclusion in the Search Engines
   - Manual and automatic login
   - What is an XML Sitemap?
   - Google Webmaster Tools
5. OnPage SEO
   - Technical factors: page and link structure, meta tags, images, keyword density, title tags etc.
   - Duplicate content and how to avoid it
   - Implement optimization: WordPress, TYPO3 and EShops
   - Texts for the search engines
   - AI tools for on-page SEO
6. Linkbuilding / Offpage SEO
   - Natural link building
   - What to look out for backlinks
   - Social Media and Web Catalogs, Videos and SEO
   - Google My Business
   - AI tools for off-page SEO
7. Tracking and tools
   - Google Analytics: Introduction
   - Key figures: number of page views, unique visitors, length of stay, abandonment rates
   - Google Analytics Benefits for SEO and Marketing

Key Learnings

- Knowing how to make your website easier to find in search engines: Learn how search engines work and the most important basic methods of search engine optimization
- Understanding how to approach search engine optimization to achieve sustainable success and attract qualified visitors and new customers via search engines
- Acquiring an ideal basis to improve the visibility of your own internet presence in the long run due to the strongly practice-oriented context
- Gaining insight into related disciplines such as search engine marketing (SEA) and web analytics to identify and leverage synergies
- Using artificial intelligence (AI) in search engine optimization

Target audience

This course is targeted at Webmasters, Web Developers, Business People and Private Individuals who want to operate a website themselves and want to increase their findability in the Search Engines. Employees of companies that have been entrusted with website optimization, as well as participants who want to develop a basic understanding of the subject to accompany and coordinate web optimization projects.

Additional information

Please bring your own laptop.
You can use your laptop to store what you have seen and learned during the course 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

- Advertising with Google Ads («GO2»)
- TYPO3 websites – SEO practice for editors («CMR3»)
- Professional text and keyword optimization for search engines («TXTKEY»)
- SEO for Advanced Users («SEO2»)
- 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-beginners