SEO Optimization: Analysis, Tools and Methods for Top 10 Rankings («SEOTOP»)

The process model shows how search engine optimization, content and digital marketing can be efficiently and effectively set up, operated and optimized. You learn how to use your marketing budget effectively and achieve your ranking goals faster.

Duration: 1 day
Price: 850.–
Course documents: Course presentation as PDF, tool list, process model

Content

How do you really use your marketing budget efficiently? How much SEO is most effective at what point in time? How do you optimally use this leverage effect in digital marketing? What do communication managers have to consider and which tools can help?

In this course, we give you the knowledge, tools, and methods to successfully promote your company, your product, your brand or your service with this method and to achieve top rankings on Google. By using this method you can recognize and use synergies in the interdisciplinary Search Engine Marketing (SEM) environment. Each participant analyses their own web presence and carries out a competitor analysis. They set themselves quarterly targets and work out an optimization strategy in order to be able to start directly with it back at the workplace.

1. Refresh search engine optimization (SEO)
   - What does SEO mean today?
   - From sprint to marathon
   - Why is SEO highly volatile?
   - What are the relevant factors for you?
   - SEO differences in structure and operation
2. How do you efficiently find OnPage SEO vulnerabilities?
   - How do you check your website/online shop?
   - Analysis – How good is your competition?
   - Evaluation and weighting of the analyses
   - These tools will help you
3. Search engine optimization with the pyramid method
   - The Pyramid Method at a glance
   - Applied to topics and information architecture
   - Applied to keywords and page structure
   - Used as a pool of ideas for Content Marketing
   - The pyramid method with AI
4. Practical workshop
   - Short situation analysis
   - Goal formulation
   - Optimization potentials
   - Development path & schedule
   - KPI's & Planning Quality Control
   - Exchange of results
5. Success with SEO project management
   - Define goals and the appropriate strategy
   - Planning and implementation
   - Internal and external services provided by agencies
   - Initial budgeting and optimization

- Success control
6. Performance measurement and lessons learned
    - Which KPIs (key values) are relevant for me?
    - How do I measure my KPIs correctly?
    - How do I interpret the evaluations correctly?
    - How do I recognize interferences?

Key Learnings

- Value-added and long-term search engine optimization, including the use of artificial intelligence (AI)
- Successfully using the pyramid method for topics, keywords and text
- Understanding when, where and how much SEO is necessary to save your budget
- Planning and implementing digital marketing and SEO professionally
- Continuously measuring and improving your success

Target audience

This course is targeted at employees from communication and marketing departments, content marketing managers and e-commerce and web project managers.

Requirements

Experience in marketing in general. You know the SEO basics, terms and relevant measured values that are valuable for you. Basic knowledge of digital marketing is mandatory. You should have knowledge of the following two courses, as this course is based on them:

- Online Marketing Crash Course – Everything you need to know («OCRASH»)
- 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.

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-optimization-analysis-tools-and-methods-for-top-10-rankings