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# Search Engine Optimisation SEO – SEM

## Description

On average, 40% of visitors land on your website via a search engine like Google. This training in SEO, SEM, SMO will help increase the number of visitors of your website by improving its visibility and positioning on search engines.

### Niveau

Fondamental

### Course Content

#### Module 01

- SEO or SEM
- The different methods of SEO (SEO / SEM / SMO)
- Operation of search engines and key figures
- SEO: fundamental to reference
- Build its SEO Toolkit
- Useful plugins for SEO
- The tools to check its position
- Tools to analyse and audit of a site
- Content: basic brick SEO
- Good practices for the content of your site
- Content quality and quantity as key SEO
- Updating content
- Internal mesh
- Technical SEO: Example of a perfectly optimized website
- Strategy netlinking
- Social networks: their roles in traffic acquisition

#### Module 02

- Keyword Strategy
- Objective of a strategy to keywords
- Understanding user behavior
- How to find keywords?
- Study the competition, market demand, trends
- The long tail strategy
- Choose a relevant domain name
- Strategically build a website tree
- Understanding customer needs
- Understanding the expectations of Internet
- Designing an effective ergonomics through wireframes
- Building the zoning of the home page
- Building the zoning landing pages to promote the conversion
- How to optimize your website conversion rate?
- Design other pages

## Documentation

- Digital courseware included

## Participant profiles

- Marketing professionals
- Communication professionals
- Web masters
- Community managers
- Head of Web projects

## Prerequisites

- Be comfortable with the computer, Internet and control the functionality of websites

## Objectives

- Know the differences between reference systems and will be able to make the right choices to drive traffic to the company's website

## Classroom Registration Price (CHF)

1400

## Virtual Classroom Registration Price (CHF)

1300

## Duration (in Days)

2

## Reference

DM-SEO