

SEO Training: Designing & Executing a Strategy (DIGIB, 3 jours)

Description

Want to know how to boost your business through a bigger and sharper online presence? Are you new to the world of social media or overwhelmed with all the different options? Confused as to which would best fit your enterprise? The course Designing & Executing a Strategy (Marketing Training) helps you develop a strong understanding of the current and evolving world of social media. You learn to analyze online trends to focus on markets and products, and to build your own digital roadmap - to identify what information customers need to get to where they want to go.

Tarifs

- Tarification: \$2,750/person
- Rabais de 10% lorsque vous inscrivez 3 personnes.

Plan de cours

What is a digital marketing strategy for business?

The Search Landscape

Overview of Working Strategies

Setting Realistic Goals for Digital Marketing

Exploring Google's Ranking Factors

The Power of Authority, Trust and Relevance

What about Social Media?

A Powerful Combination: Organic and PPC

Digital Media - the good, the bad, and the brave new world

Understand your Business and your Goals

Start with a User-Friendly Web Site

The Critical Importance of Mobile

What about Social Media Options

Assessing Organizational Readiness

Setting Budgets

Analytics and Metrics - how to measure what you need to know

Connecting to Analytics

Using Primary Views

Creating Targets

Analyzing Behavioral Patterns

Analyzing User Profiles

Using Dashboards

Using Analytics to Monitor Progress

An Introduction to AdWords

Building your business - digital roadmap

Creating a Digital Marketing Plan

Setting Objectives, KPIs and Milestones

Monitoring Progress towards your Goals

Implementing Continual Improvement

Best Practices and Pitfalls

Batten down the Hatches

Essential Security Concepts

Securing your Web Presence

Protecting against Malware and Viruses

Protecting against Ransomware

Exploring an IT Security Policy

Workshop

Designing and Implementing a Digital Marketing Strategy