

SEO Training: Expanding your Digital Profile (DIGIM, 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 Expanding your Digital Profile (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 your customers need and to get where they want to go.

Tarifs

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

Plan de cours

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
About Ranking and Page Structure
What about Social Media?
A Powerful Combination: Organic and PPC

The Art of Keyword Research

What is a Keyword?
Page Elements that Contribute to Keywords
Choosing Keywords based on Objectives and Business Structure
Doing Keyword Research
Narrowing down Keyword Choices

The Art of Link Building

Categorizing Site Links
The Importance of Site Links
How to get Site Links
Pitfalls to Avoid
Exploring Link Building Strategies

Art of Social Media

The Relative Importance of Social Media
About Facebook and SEO
About Twitter and SEO
About LinkedIn and SEO
More on Social Media

Google Analytics

Connecting to Analytics
Using Primary Views
Creating Targets
Analyzing Behavioral Patterns
Analyzing User Profiles

Using Dashboards

Google AdWords

Choosing AdWords Target Keywords

Creating Ads

Working with Ad Extensions

Setting Ad Targets

Creating Campaigns

Tracking Keyword Success

Viewing Results and Improving Campaigns