



## SEO, Referencing, the issues of a strong presence in Google

### Participants:

#### Pre-requisites:

- Command of electronic tools: web browser, desktop suite, etc.
- Knowledge of the internet environment (general background)
- The training is adapted to participants' level of technical knowledge.

#### Profile of the participants:

Agency: project manager, webmaster, consultant

Customer: MOE project manager, MOA project manager, communication director, webmanager, marketing director, e-commerce manager

### Training:

#### Description:

How can you optimise a site so that it is visible in Google? What are the issues? What are the constraints for getting a high level of qualified visitors? SEO training is open to everyone who would like to better understand this technique which is halfway between the media and web development.

Keywords: Natural referencing, Google, qualified traffic, ROI, I like Google, keywords, SEO, SEM, Google is my master, traffic generation tool.

#### Objectives of the training:

- To understand Search Marketing with its specific features
- To discover the issues regarding natural referencing (SEO)
- To acquire the bases of site optimisation

#### Training plan:

1st part: SEM (Search Engine Marketing)

1) **SEM: SEO vs SEA**

*(Search Marketing: Natural referencing and Sponsored links, advantages/disadvantages?)*

2) **Specific communications mechanics**

*(From reflexive communication to reactive communication)*

2<sup>nd</sup> part: SEO (Search Engine Optimisation)

1) **The referencing philosophy**

*(Traffic vs visibility)*

2) **Search engines:**

*(Which engines, their indexing modes)*

3) **Keywords**

*(Choosing them, tools, the advantage of keyword usage statistics for marketing)*

4) **Optimisation**

*(Which optimisation strategies, what can cause problems?).*

3<sup>rd</sup> part: Practical cases

#### Practical application:

All of the subjects discussed as part of this training will be illustrated by practical cases, cases studies and exercises from your trainer's own field experience.

Duration: 3-hour module

Prices: €400

### Trainer(s):

Name of the trainer: Raphaël FREMONT