Macrosoft

Vzdelávanie s trvalým efektom

DOCUMENT

Course syllabus

CATEGORY

Web creation courses

TRAINING FORMAT

In Bratislava or online with a lecturer

PRICE EXCL. VAT

140,00 €

PRICE INCL. VAT

172,20 €

including 23 % VAT

PDF SYLLABUS

SEO Optimization for Search Engines

Clear overview of course topics, training scope and key information.

The course is intended for participants who are starting with digital marketing and want to improve in procedures, methods and strategies through which websites become more visible in search engines.

COURSE CONTENT

01 **What SEO Is**

Definition of the term SEO Basic terms What keywords are and their use in SEO

02 **Google - Search Engine Optimization**

Why SEO focuses on Google Working with search results Black-hat practices

03 **On-page Factors**

Which factors to focus on when creating a website Introduction to SEO Creating a basic technical audit of a website Which parts of the website we focus on Explanation of the importance of individual factors Example of an SEO on-page document Case studies on real examples

04 **Off-page Factors**

How to create SEO off-page correctly What link building is What page quality score is

05 **Website and Keyword Analysis**

Creating keyword analysis What link building is What page quality score is

Macrosoft

Vzdelávanie s trvalým efektom

06

Optimization of a Selected Subpage Under Lecturer Guidance

Applying keywords when creating SEO Optimization of on-page factors of a subpage

07

Using Google Analytics in SEO

Introduction to Google Analytics Tracking website traffic using Google Analytics

08

Discussion and Questions

This document serves as an informational overview of the course syllabus. Current dates, venue and availability are listed at Macrosoft.sk.

https://www.macrosoft.sk/en/courses/seo-optimization-for-search-engines