Syllabus

SEO course - Web positioning

Session 1: Introduction to SEO

-What is SEO
-SEO On Page and SEO Off Page
-SEO KPIs
-Strategy and methodology
-Business thinking

Session 2: Definition of the project and objetives

-Definition of objectives
-Tools to analyze the market
-Analysis of the project infrastructure

Session 3: Website and its structure

-DNS / Domain name / Hosting
-Server / IP Address
-Front-End and Back-End
-HTML/CSS/JavaScript/PHP
-Content managers
-Wordpress
-Popular plugins

Session 4: Content for SEO and Linkbuilding

-Types of content
-Search and selection of Keywords
-Writing for SEO
-Loading content with metadata
-Link building
-Types of links (dofollow Authority)
-Domain Authority / Page Authority

Temario

Curso de SEO - Posicionamiento web

Session 5: SEO Tools

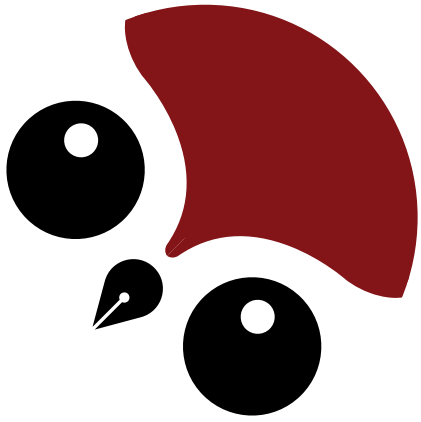
-Google Search Console
-Google My Business
-Google Analytics
-Google Keyword Planner
-Keywordtool
-SEO Powersuite
-SEMrush
-Chat GPT y AIPRM

Session 6: Reports and monitoring of KPI's

-General page programming problems and solutions
-Internal communication problems of the company or the association
-Problem resolution and institutional restructuring;
direction, design, sales programming, and marketing
-Business expectations and reality

Modalities

A. Workshop modality: Four weekly sessions of one and a half hours.
B. Intensive Modality: A four-hour session with a 30 minute break.



LETRAS LAETAS

Más información:

www.letraslaetas.com
cursos@letraslaetas.com

Letras Laetas. © Todos los derechos reservados.