## Title of the training: How to optimize natural referencing (SEO) of its website? (Remote)

This training maximizes the natural visibility of a website.

## Target audience

Any person who manages or is required to manage the natural referencing of a website.

**Prerequisite:**

- Common use of search engines at least for private purposes,
- Be perfectly comfortable with the concepts related to the management of a website (hosting, URL, links, blog, pages ...) .

| Reference: | Category: | Duration: |
|---|---|---|
| Trainevo-072022-IT-02 | E-Business | 1 day |
| **Language(s):** | **Training organization:** | **Number of participants (min/max):** |
| French | **TRAINEVO** TRAINING SERVICES | 6 min / 12 max |

## Objective(s)

Allow participants to:

✓ Commit the general philosophy to follow when looking to carry out actions of optimization of the natural referencing (SEO) of his site,

✓ Identify the functioning of natural referencing (SEO) on Google,

✓ Identify the fundamental criteria to work on to optimize the natural referencing (SEO) of your site on Google as well as performance indicators to monitor,

✓ Discover some free tools that can be used as part of actions to optimize the natural referencing (SEO) of your site on Google.

## Program

1. Introduction to SEM
   - What is SEM?
   - Focus on Google
     ✓ The importance of being visible on Google
     ✓ Google's goal
     ✓ The use of personal data of Internet users

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- ✓ How Google's search engine works in general
- ✓ The evolution of Google's search engine
- ✓ The content of search results pages

2. Natural referencing (SEO) on Google
    - ✓ Google's algorithm and its evolutions
    - ✓ The fundamental criteria to work in SEO on Google
    - ✓ Mistakes to avoid

## Method

Throughout the discovery of the fundamental criteria to work for SEO on Google, a site "Red Thread" is taken as an example and allows to illustrateconcretely the material thus allowing a better understanding on the part of the participants. Tips and tricks based on the trainer's experience will be delivered during the discovery of the material.

Participants will also be able to ask questions about their own activity so that they can easily move on to practice in their company.

For some material points, quick presentations/demonstrations of free tools will be made by the trainer, an SEO specialist.

## Evaluation:

The various interactions (questions directly asked to the participants, question and answer sessions, etc.) between the trainer and the participants will make it possible to assess the good understanding of the subject by the latter.

Delivery of a certificate of attendance.

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