Training title: Ensuring your visibility and online presence (Remote)

This training allows you to discover different platforms and make your choice in order toensure your presence and visibility online.

Target audience

Anyone who manages or is required to manage the visibility and online presence of a company.

Prerequisites: Common use of the Web at least for private purposes (browsing, social networks, research...).

Reference:	Category:	Duration:
Trainevo-072022-IT-05	E-Business	1 day
Language(s):	**Training organization:**	**Number of participants (min/max):**
French	TRAINEVO TRAINING SERVICES	8

Objective(s)

Allow participants to:

✓ Discover several platforms that can be exploited by a company to benefit from an online presence,

✓ Understand how to turn "online presence" into "visibility","

✓ See more clearly about the platforms to be exploited and the actions to be carried out according to his company.

Program

1. Introduction
   - Whydoes a company need to be present online?
     ✓ Competition, consumer behavior, catchment area, internationalization...
   - Overview of platforms to be present online
   - Online presence =/= Online visibility

2. Focus on the company's website

3. Key things to consider before operating a website
   - The target
   - Thetype of site used

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- Availablesolutions

4. How to maximize the visibility of the company through its site?
- Natural referencing, advertising, communication...

5. Focus on third-party websites
- The main types of third-party websites
- Only third-party websites? Third-party websites + company website?
- How to maximize the visibility of the company through third-party websites?

6. Focus on social networks

7. The key elements to consider before exploiting social networks

- The target
- The company's activity
- Available social networks

8. How to maximize the visibility of the company through social networks?
- Publications, advertisements...

9. Focus on search engines

10. Overview of search engine types
- "Global" search engines
- "Vertical" / "specialized" search engines
- "Internal" search engines

11. How to maximize the company's visibility on Google?
- Natural referencing, Establishment sheet, advertisements...

Method

The points discussed are almost systematically imaged by, at a minimum, a concrete example 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.

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.

Submission of a certificate of attendance.

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