



SEO – Digital Marketing

AC101

120

Academic Hours

SEO – Digital Marketing

Outline

SEO - Search Engine Optimization, is a very important tool for any website owner. Every website, as impressive as it may be, will still not be able to be found if it does not appear in Google's search engines. The field of website promotion is dynamic and in order to be successful in it, website owners have to ensure proper internal optimization work to adapt the website to the promotion process.

In addition, it is very important to know how to work with official Google tools such as Analytics Google, Business my Google, console Search Google, Maps Google, Trends, Plus. Virtual Store Websites to bring to your website an organic and authentic audience. This course will help you to dive into an SEO digital world and to bring your new knowledge into your marketing strategy.



Target Audience

The course is meant for user interested in digital marketing and SEO.





Content

Module 01 Intro to Marketing

- | Course overview
- | Business and marketing
- | Introduction to digital marketing
- | Marketing funnel and business goals
- | Evolution of media: from traditional media to the digital world

Module 02 Branding

- | Brand strategy
- | Introduction to branding & online identity
- | Understanding the consumer - knowing the target consumer and how to reach him
- | Digital trends and marketing
 - ▣ Mobile
 - ▣ Social Media
- | Brand identity - how to build a brand strategy, product definition, purpose, mission and added value

Module 03 Brand Eco-System

- | Establish business goals
- | Determine clear KPI's and define goals
- | Creating an online presence
 - ▣ Creating sites
 - ▣ Landing pages
 - ▣ Social media presence
- | Online advertising VS content marketing
- | Granting value to the product over the marketing channels
- | Creating content strategy for online channels

Module 04 Intro to SEO

- | What is SEO?
 - ▣ How Google works?
 - ▣ Main algorithm updates
- | Key definitions and basic aspects
 - ▣ Technical (OnSite)
 - ▣ Content (OnSite + OffSite)
 - ▣ links





Content

Module 05 Technical SEO

- | How to build an SEO friendly website?
 - ▣ Structure
 - ▣ Sitemaps
 - ▣ Folders
 - ▣ Images
- | How to deal with site errors
- | Search Console
- | Mobile best practices
- | Seo optimization report

Module 06 Content

- | +Site content best practice
- | Keyword Research – what are users looking for? how to find traffic potential?
- | Creating updated content on a regular basis – how to come up with ideas?
- | What to do with "old" content?
- | Content and marketing

Module 07 Intro to Wordpress, HTML, CSS

- | HTML
- | CSS
- | Wordpress

Module 08 Links

- | OffSite content best practice
- | Finding the added value – how to contribute to the brand by creating offsite content
- | Creating partnership
- | Branded content
- | Social
- | Public relations
- | Link Building Strategy

Module 09 Google Analytics – Intro

- | Intro to Google Analytics
- | Setup and filter configurations
- | Google Analytics tracing basics
- | Key features and outputs
- | Key metrics
- | How to use GA for SEO





Content

Module 10

Intro to Paid Media

- Intro to paid search
- How to run sponsored campaigns across search networks:
 - Google AdWords
 - Facebook
- How to measure results using analytical tools
- Display advertising - running display campaigns on Google display network, YouTube, and more
- Paid on social - Running social campaigns on Facebook, Twitter, Instagram etc.

Module 11

Workshop

- Building an SEO plan for a chosen business. The teams will create a digital marketing strategy for their project including:
 - Research
 - Strategy
 - Planning
 - Building and creating content
 - Final presentations

Module 12

Soft Skills

- Client management
- Time and project management
- Pitch a new client
- How to master a job interview
- Resume writing and editing
- Interview simulations
- Linkedin

Module 13

Final project

- Course summary
- Exam
- Project



Dive into an SEO digital world and bring **your new knowledge** into your marketing strategy"



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