



PROFESSIONAL DEVELOPMENT

Search engine optimization for your website

NATURAL REFERENCING

- What is natural referencing?
- How to please Google - Main SEO criteria and concepts
- How to select the appropriate key words

TECHNICAL OPTIMIZATION

- Domain name
- The subdomain or subfolder
- Security
- Rank pages
- Duplicate content
- Optimization of loading time
- Optimization for mobile devices
- Benefit from the tools offered by Google

CONTENT OPTIMIZATION

- Important elements of a page
- Optimization of text, images and videos
- Optimum use of links

LOCAL SEO AND SOCIAL MEDIA OPTIMIZATION (SMO)

- Using local key words
- Taking advantage of Google MyBusiness
- The impact of social media on referencing