



International Training
Center Paris

TRAINING SCHEDULE

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SEO FOR PR AND MEDIA

Overview:

This training is designed to teach participants the skills and techniques needed to optimize content for search engines and improve visibility in search engine results pages (SERPs). Participants will learn how to integrate search engine optimization (SEO) into their PR and media strategies, conduct keyword research, and optimize content for SEO.

Objectives:

- Understand the importance of SEO in PR and media
- Develop skills to conduct keyword research
- Optimize content for SEO
- Improve visibility in search engine results pages (SERPs)
- Develop a strategic approach to SEO for PR and media.\

By the end of this training program, participants will have the knowledge and skills to integrate SEO into their PR and media strategies, conduct keyword research, optimize content for SEO, and improve visibility in search engine results pages (SERPs).

Targeted Groups:

- SEO specialists in PR
- PR professionals integrating SEO strategies
- Communication managers focusing on online visibility
- Digital marketers aligning PR with SEO goals
- Professionals exploring SEO for PR campaigns

Planning:

Day 1: Introduction to SEO for PR and Media

- Introduction to SEO for PR and media
- Importance of SEO in decision-making
- Overview of SEO tools and techniques

Day 2: Keyword Research for SEO

- Understanding the importance of keyword research
- Identifying relevant keywords and phrases
- Conducting keyword research using SEO tools

Day 3: On-Page SEO for PR and Media

- Understanding on-page SEO factors
- Optimizing content for SEO
- Optimizing metadata for SEO

Day 4: Off-Page SEO for PR and Media

- Understanding off-page SEO factors
- Building high-quality backlinks
- Using social media to improve SEO

Day 5: Developing a Strategic Approach

- Developing an SEO strategy for PR and media
- Measuring the effectiveness of SEO efforts
- Continuously improving SEO strategies based on data analysis.