

# Course : Natural referencing strategies and techniques

*Synthesis course - 1d - 7h00 - Ref. FER*

*Price : 990 CHF E.T.*

Search engine optimization (SEO) is a strategic and competitive skill for companies. The techniques involved have become complex and require a wide range of skills. In this comprehensive course, you'll tackle all these issues, illustrated by demonstrations.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding search engines
- ✓ Promoting the website and increasing its linkage
- ✓ Master the technical rules of design
- ✓ Auditing your SEO

## Intended audience

Marketing managers, technical advisors, SEOs, project managers, communications managers.

## Prerequisites

No special knowledge required.

## Practical details

### Demonstration

Demonstration based on ranking and netlinking tools. Use of Webmaster Tools, site display speed tests.

## Course schedule

### 1 Referencing strategy

- Engine market shares, ranking and indexing principles.
- Implement an SEO strategy with search engine updates and EMD.
- Typology of penalties, how to detect them and implement solutions.
- Social networks: Facebook, Twitter and YouTube channels to promote videos.
- Back Link, choosing your partners.
- Opengraph and Freebase.

### PARTICIPANTS

Marketing managers, technical advisors, SEOs, project managers, communications managers.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## 2 Search engine optimization

- Understand robot guidelines (Robots.txt & Sitemap) and choose utility development.
- Solutions at the heart of CMS and the use of APIs for promotion on social networks.
- Implementation of the AMP format and loading enhancement techniques.
- Reconcile responsive Web with performance and organize full SEO Web production.
- What the Google robot sees (title and description tags, semantic structure and update frequency).
- Importance of internal links, word choice in copywriting and structured data.
- Navigation aids, HTML5 tags and site hierarchization.
- Create good URLs, know how to reconcile the technical aspect with SEO, and understand configuration files.

## 3 Search engine optimization tools

- Follow-up and implementation of a positioning follow-up plan.
- Follow-up and implementation of an indexing follow-up plan.
- Search engine support platforms Google Webmaster Tools, Bing Webmaster Tools...
- What about promotional software and robots?
- Traffic monitoring with Google Analytics.
- Link and keyword analysis tools.
- Tools for choosing the right keywords.
- Validate your site to Web standards (HTML Validator).

## 4 Conduct a search engine optimization audit

- Brand audit.
- Audit of Black SEO techniques.
- Performance audit.
- Internet position audit.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 9 June, 1 Dec.