

Course : From SEO to GEO, optimal search engine positioning

Anticipate new search uses

Practical course - 2d - 14h00 - Ref. GEX

Price : 1610 CHF E.T.

NEW

Cette formation a pour objectif de permettre aux participants de maîtriser les enjeux actuels du référencement naturel (SEO) et de l'optimisation pour les moteurs génératifs et les intelligences artificielles (GEO – Generative Engine Optimization), dans un contexte marqué par l'évolution rapide des usages de recherche et l'essor des moteurs conversationnels basés sur les LLM. Les participants seront capables de concevoir des contenus et des stratégies de visibilité adaptés aux moteurs de recherche traditionnels comme aux environnements conversationnels basés sur l'IA.

Teaching objectives

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

- ✓ Understanding the principles, challenges and levers of SEO
- ✓ Integrating SEO into a global digital strategy
- ✓ Implementing an effective SEO methodology
- ✓ Understanding the fundamentals of GEO (Generative Engine Optimization)
- ✓ Designing and optimizing content for generative AI
- ✓ Deploy advanced GEO techniques

Intended audience

Web project managers, content managers, SEO consultants, webmasters, UX/UI designers.

Prerequisites

Bonne connaissance du HTML et du CSS.

PARTICIPANTS

Web project managers, content managers, SEO consultants, webmasters, UX/UI designers.

PREREQUISITES

Bonne connaissance du HTML et du CSS.

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.

Practical details

Hands-on work

Demonstrations and hands-on exercises will put the concepts into practice.

Teaching methods

Each new theoretical concept is immediately applied in practice.

Course schedule

1 What is SEO and why?

- A set of techniques for optimal positioning on search engines.
- SEO as a growth lever and a "natural" way to get on the first page of search results.
- Objectives: traffic, ROI, brand awareness, qualified leads, market share.
- Key SEO usage statistics.
- Constantly evolving algorithms.

Demonstration

2 The place of SEO in digital strategy

- Comparison with social networks, telemarketing or online advertising.
- The 3 main levers: technical optimization, content production, link building.
- Strategic factors: seasonality and local referencing.
- Google My Business and local SEO best practices.

Hands-on work

SEO awareness exercise: understanding how Google "sees" pages.

3 Adopt the right SEO strategy and methodology with optimization

- Analyze: context, environment, scope of intervention.
- Recommendations: audit and advice, measurement of existing situation, measurable objectives.
- Realize: operational phase, prioritization by impact.
- Measure: ongoing analysis, adaptation of strategic choices.

Hands-on work

Tag analysis: TITLE, CANONICAL, META, H1, STRONG, IMG ALT, JSON-LD...

4 GEO fundamentals

- What is an LLM?
- SEO versus GEO: conceptual differences.
- How do LLMs "see" content?
- Authority and reliability criteria for AIs.
- E-E-A-T 2.0 reinvented for AI.
- The importance of semantic structure.

Demonstration

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.

5 Content strategies for GEO

- Create IA-friendly content.
- The art of quotation and reference.
- Create synthesizable and quotable content.
- Optimization for generative snippets.

Hands-on work

Rewriting a page according to GEO principles.

6 Advanced GEO techniques

- Schema markup and structured data 2.0.
- Optimization for conversational queries.
- Named entity strategy and knowledge graph.
- Create a body of authority in a field.
- Robots.txt configuration for LLMs: LLMs.txt.
- New performance indicators (GEO KPIs).
- Tools for monitoring mentions in LLMs.
- Continuous optimization strategy.
- Introduction to MCP (Model Context Protocol).

Hands-on work

Evolution from encyclopedic to conversational style.

Dates and locations

REMOTE CLASS

2026 : 8 June, 17 Sep., 26 Nov.