

Course : SEO & Google Ads: optimize your website's visibility

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

Price : 1610 CHF E.T.

★★★★☆ 4,4 / 5

Search Engine Optimization (SEO) is an essential step in ensuring your site's visibility on the various search engines. You'll learn how to optimize your site's natural referencing. You'll learn how to set up a Google Adwords campaign.

Teaching objectives

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

- ✓ Understanding how search engines work
- ✓ Measure your site's audience
- ✓ Master techniques for optimizing natural referencing
- ✓ Increase your site's reputation with paid search

Intended audience

Project managers, webmasters, developers, designers, anyone involved in website development and promotion.

Prerequisites

No special knowledge required.

Course schedule

1 Web reminder

- The technical context of SEO.
- Client/server architecture.
- On-site and on-page criteria.
- The role of HTML.

Hands-on work

Metatag creation and audit, HTML compliance audit.

PARTICIPANTS

Project managers, webmasters, developers, designers, anyone involved in website development and promotion.

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 engines

- How search engines work.
- The crawl. Crawl budget. Indexing.
- Keyword research, keyword research tools, benchmarking.
- Positioning principles.
- Google criteria, the main algorithms.

Hands-on work

Keyword research and positioning.

3 Search engine optimization audit

- Tracking dashboard. Keyword audit.
- Google Adwords tools: refine your keywords.
- Google Search Console.
- Link audit.
- Domain authority: a measure of site popularity.
- Define an action plan. Budget. Choosing a partner.

Hands-on work

Audit implementation.

4 Search engine optimization techniques

- The sitemap.xml file, the robot.txt file.
- Metadata.
- URL rewriting.
- SEO tools: limits, costs.
- AES, ADM.
- The semantic cocoon, the silo structure.
- Content and net linking.
- Structured data, position 0.

Hands-on work

Implementation of techniques. Content rewriting.

5 Website optimization

- White hat vs. black hat.
- Technical optimization: loading time, ergonomics...
- Mobile compatibility.
- AMP.

Hands-on work

Implementation and analysis on existing sites.

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.

6 Increase site popularity: introduction to Google Ads

- Referenced in the App Store and Google Play stores.
- Overview of the Google Ads model and its evolution.
- Principles of operation and advertising campaigns (without campaign creation).
- Use of gadgets, map offers and Local Business.
- Introducing Google AdSense for monetization.

Hands-on work

Analysis and theoretical preparation of a Google Ads campaign.

Options

Certification : 190€ HT

DiGiTT® certification is optional when you register for this training course, and consists of 3 stages: taking a Diag® before the course, access to a digithèque to learn the concepts and notions for each digital skill, and then taking the certification exam. This consists of a 90-minute test available in English and French. The result certifies your skill level out of 1000 points (beginner, intermediate, advanced, expert). Taking this course alone is not enough to guarantee a maximum score on the exam. You can schedule and take the exam online within 4 weeks of the start of your session.

Dates and locations

REMOTE CLASS

2026 : 15 June, 28 Sep., 3 Dec.