

Joint Program Training Sessions

MVP phase

Workshop no4

11th May 2023

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WORKSHOP NO 4: SEARCH ENGINE OPTIMIZATION

Agenda

- **11.05.2023**



<p>10:00-12:00 CEST</p>	<p>Andreja Fegeš, RedOrbit</p> <ul style="list-style-type: none"> • SEO basics - what and why • Technical optimization: Theory, Page structure (examples), Google search console, Page speed and Core web vitals (check speed with tools), Mobile friendly page (guidelines, check with tools), Meta data (check with tools), Image SEO • QA
<p>12:00 – 13:00 CEST</p>	<p>Break</p>
<p>13:00 – 15:00 CEST</p>	<p>Andreja Fegeš, RedOrbit</p> <ul style="list-style-type: none"> • Content optimization: Content Strategy, key words, Writing SEO contents • ChatGPT to help optimize the page • Basics of email marketing • QA

WORKSHOP DETAILS

Workshop 4: Search engine optimization

Goal: Professional approach to website optimization guarantees you maximum appearance and recognition online, high positions on online search engines, more visits to your website and higher conversion of purchases of your products or service. The goal of the workshop is to learn about the diversity of SEO fields and its usefulness and effectiveness.

Outcome: Participant gain knowledge for improving website performance, increase their online visibility and attract more customers.



Speaker

Andreja Fegeš, SEO, content and e-mail marketing



Bio: Andreja Fegeš is a specialist in SEO, content and e-mail marketing, who has many years of experience in the field of e-commerce, writing professional content for physical and online publications, and copywriting. She uses this experience to her advantage in the SEO department of the Red Orbit agency, she was also a regular lecturer for Google (Grow Slovenia with Google), and this year she also led workshops at the internationally renowned inOrbit conference.

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