

# Orientation Course

## Online Marketing / E-Commerce



# Goal of the orientation course

- Understand what Online Marketing is
- How it is to be a Marketing manager?
- Am I done for this job?

# Goal of the 11-months course

- Get the knowledge you need to work as a Junior Online Marketing Manager
- Understand the opportunities and challenges for a specific company
- Assess the impact of online marketing actions
- Be able to analyse relevant data
- Develop an online marketing strategy.

# Syllabus of the 11-months course

| <b>Bootcamp Online Marketing<br/>(16 weeks)</b>  | <b>Email &amp; Social Media<br/>(6 weeks)</b>  | <b>Display, Mobile, Content, Affiliate<br/>(9 weeks)</b>  | <b>Advanced E-Commerce<br/>(14 weeks)</b>   |
|--|--|---|---|
| <ul style="list-style-type: none"><li>• Introduction to Online-Marketing</li><li>• Introduction to Economics</li><li>• Market Research and Branding</li><li>• Google Adwords</li><li>• Web Dev</li><li>• SEO</li></ul> | <ul style="list-style-type: none"><li>• Intro Email Marketing</li><li>• Email Marketing-Tools</li><li>• Intro Social Media Marketing</li><li>• Wordpress and Tools</li></ul> | <ul style="list-style-type: none"><li>• Display Marketing, Retargeting, Remarketing</li><li>• Photoshop</li><li>• Mobile Marketing</li><li>• Content Management Systems</li><li>• Affiliate Marketing</li></ul> | <ul style="list-style-type: none"><li>• Landing Pages</li><li>• A/B Testing</li><li>• Analytics</li><li>• Google Analytics</li><li>• Growth Hacking</li><li>• Pricing</li><li>• Public Relations</li><li>• Intro to Agile Methods</li><li>• Enhancing Creativity</li><li>• German Labor Law</li></ul> |
| <b>Project work</b>  | <b>Project work</b>  | <b>Project work</b>   | <b>Project work</b>   |

# Schedule

- What is Marketing?
- What is Online Marketing?
- Why is it a necessary skill for companies?
- A deeper look into the different channels
  - SEO
  - Google Ad Search / Facebook
  - Social Media
  - Content Marketing
  - Email Marketing
  - Affiliate Marketing
  - Display Marketing
  - Mobile Marketing

# What is Marketing?

Marketing is the activity, set of institutions, and processes for **creating, communicating, delivering, and exchanging offerings** that have **value for customers, clients, partners, and society** at large.



Marketing is the effort you make to spread the word about your company

# TV Commercials



<https://www.youtube.com/watch?v=8-p0CxW87pq>

Does not only talk about the brand, but is selling you a better version of yourself.

Old Spice:

<https://www.youtube.com/watch?v=owGykVbfgUE>

BVG:

<https://www.youtube.com/watch?v=YEYim54pJ00>

Edeka:

<https://www.youtube.com/watch?v=jxVcqDMBU94>

# Billboards



# Magazines

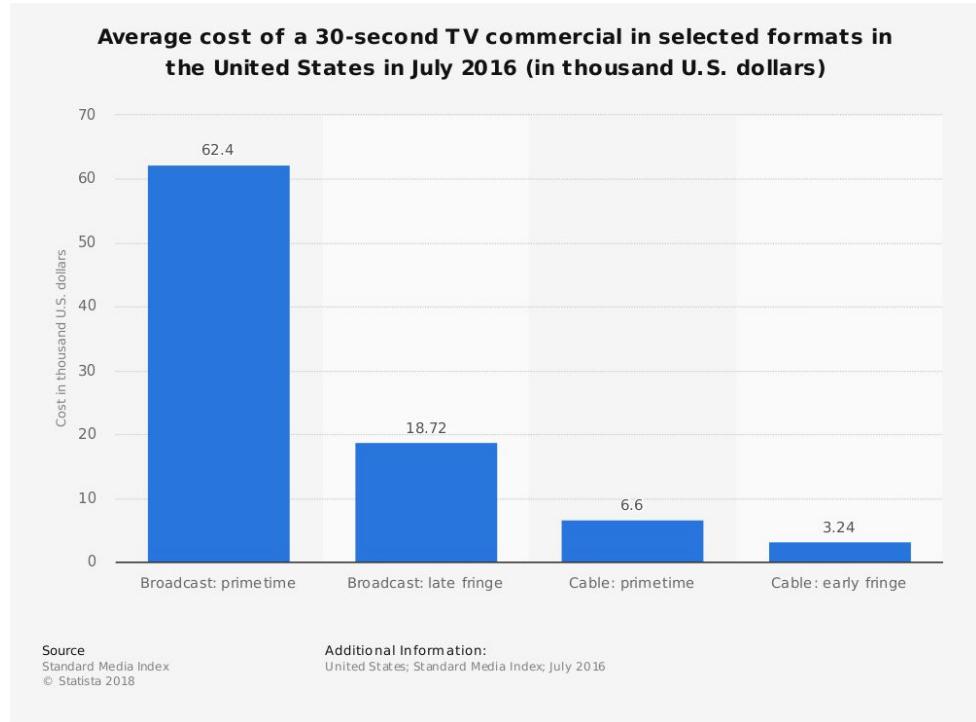


# And more!



# BUT

- Super intrusive
- Not really good targeted
- EXPENSIVE

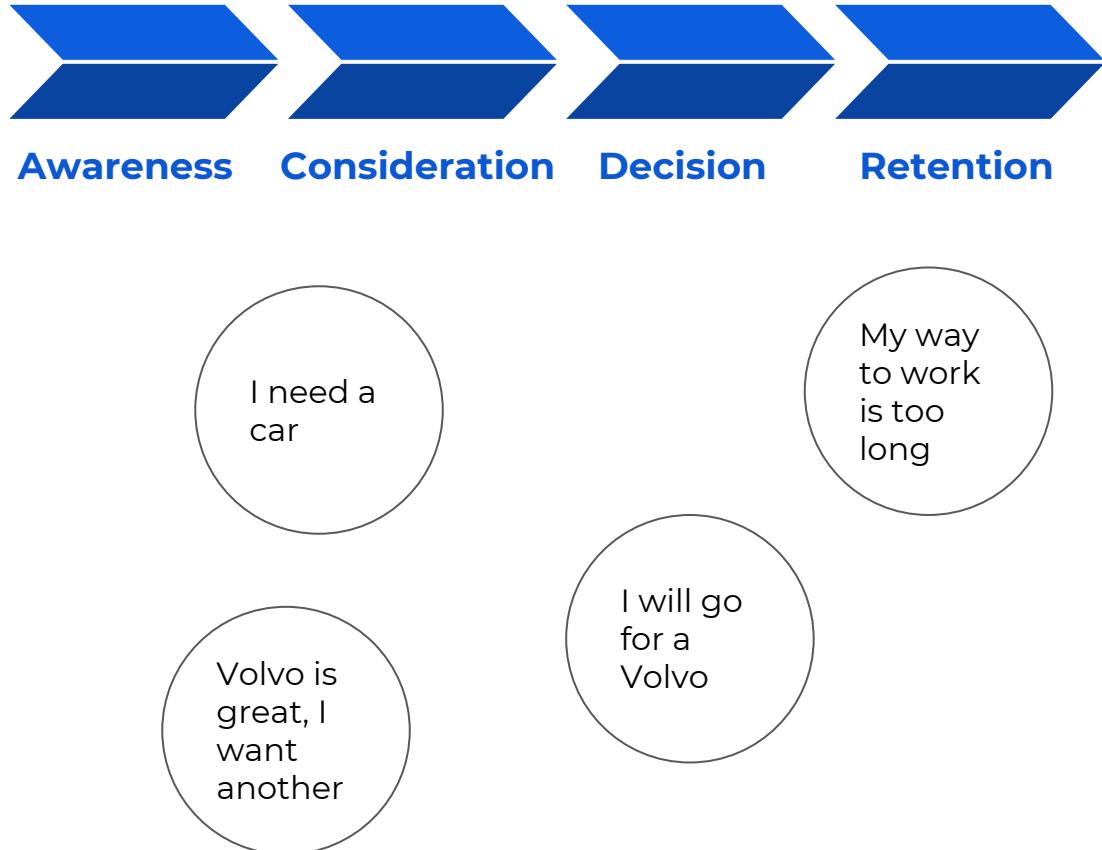


**Always  
keeping in  
mind the  
Buyer's  
Journey**

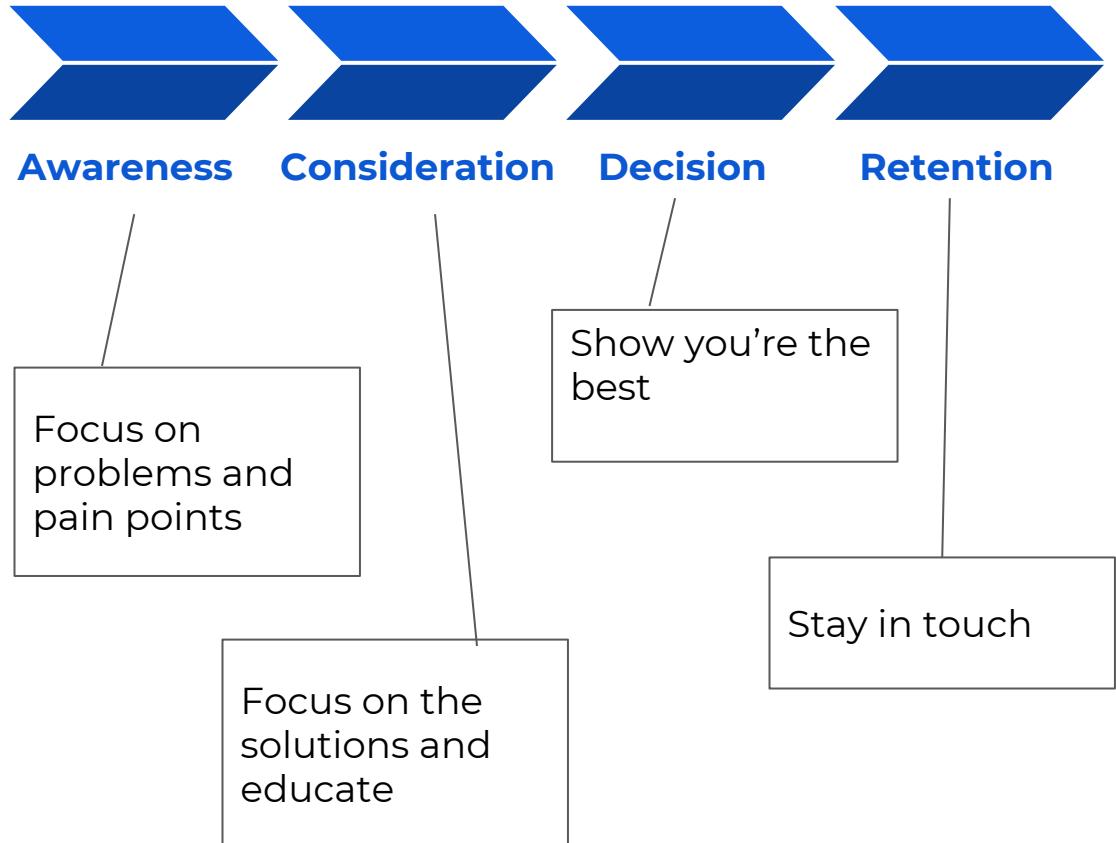
# Always keeping in mind the Buyer's Journey



# Always keeping in mind the Buyer's Journey



# Always keeping in mind the Buyer's Journey



# And the Internet arrived...



# But creating a website is not enough...

Online Marketing is the effort you make to spread the word about your company **USING INTERNET**

1. Attract visitors
2. Convert visitors
3. Make them buy again

# Create your website

The screenshot shows the Amazon homepage with a prominent orange banner at the top stating "We ship over 45 million products around the world". Below the banner, there are four main call-to-action boxes: "Need help?", "Explore best sellers", "Men's watches", and "Sign in for the best experience". The "Sign in" box includes a "Sign in securely" button. The top navigation bar includes links for Departments, Your Amazon.com, Today's Deals, Gift Cards, Registry, Sell, Treasure Truck, Help, Account & Lists, Orders, and a Cart icon.

amazon

All ▾

Why Shop with Amazon? Learn More

EN

Hello, Sign in  
Account & Lists ▾

Orders

Cart

We ship over 45 million products around the world

Sign in

New customer? Start here.

Need help?

Explore best sellers

Men's watches

Sign in for the best experience

Sign in securely

# Put great content in it



Literature & Fiction



Non-F

1-12 of over 1,000 results for Books : Fall Reading

Most anticipated  
books of fall



# Go on Social medias



A blue semi-circular icon is partially visible on the left. To its right is a horizontal bar divided into segments of different colors (blue, orange, yellow, green). Below the bar are social media statistics:

| Tweets | Following | Followers | Likes | Lists | Moments |
|--------|-----------|-----------|-------|-------|---------|
| 28.9K  | 35        | 2.87M     | 6,011 | 1     | 3       |

**Amazon.com** 

@amazon

[Tweets](#) [Tweets & replies](#) [Media](#)

 [Amazon.com](#)  [@amazon](#) · Oct 4



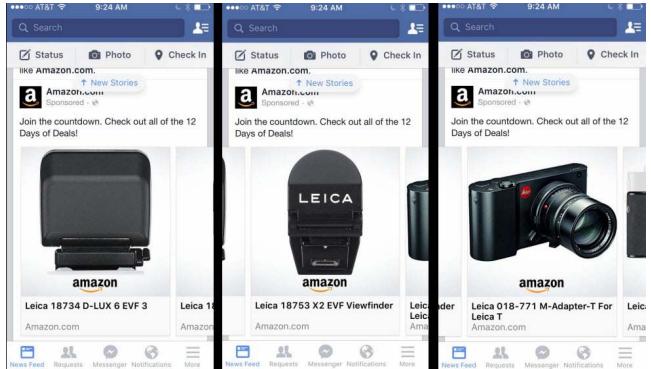
**Amazon.com**  
Retail Company in Seattle, Washington

**Community** [See All](#)

 29,216,814 people like this

 28,297,585 people follow this

# Pay for social media ads



Twenga Solutions @TwengaSolutions · Jun 22

Discover the most advanced Google Shopping acquisition solution  
[ow.ly/OCGH2](http://ow.ly/OCGH2)

Smart FEED

Promoted

3 5

The advertisement features a blue background with the text "Smart FEED" in large white letters. Below it is a stylized graphic of a globe and geometric shapes. At the bottom, there are engagement metrics: "3" and "5" with heart icons, and a "Promoted" label with a red border.

Cherry Kwan Community Manager at TechWyse Internet ... Improve your profile

Share an update Upload a photo Publish a post

People in your network have new connections

7h Connect View Profile

Ads You May Be Interested In

Marketing Team Training Free Access: Your Team Trained By Pros Without Leaving Their Desks.

About Feedback Privacy & Terms LinkedIn Corp. © 2015

This screenshot shows a LinkedIn home page with a sponsored post from "Marketing Team Training". The post includes a profile picture of Cherry Kwan and a link to "Free Access: Your Team Trained By Pros Without Leaving Their Desks.". The LinkedIn interface shows news feed items, connection requests, and other user profiles.

●●●●● T-Mobile 21:20 67%



spring

Sponsored ✓

"This app will change the way you shop forever."

— Vogue

SPRING

The image shows a Facebook post from the page "spring". The post features a photograph of a person's legs wearing dark leather boots. The text "This app will change the way you shop forever." is attributed to "— Vogue". Below the image, the word "SPRING" is written in a bold, sans-serif font. The post includes standard social media interaction buttons: a heart, a comment bubble, and an "INSTALL NOW" button.



INSTALL NOW

1.606 likes

spring Since you can't give winter the boot, you might as well give your feet some boots.



# Be visible on search engines

Google

All Images Shopping News Videos More Settings Tools

About 454.000.000 results (0,82 seconds)

See harry potter book buy

Harry Potter 1 und der Stein d... €0,99 thalia.de Free shipping By smec

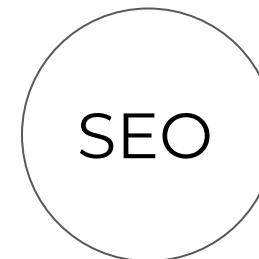
Harry Potter and the Deathly... €2,79 medimops.de +€1,00 shipping By Google

Harry Potter Books 1-7... €85,99 thalia.de Free shipping By smec

Harry Potter and the Philosoph... €10,99 bucher.de Free shipping By Google

Harry Potter - Diagon Al... €30,00 Elbenwald Free shipping By Google

Sponsored



Harry Potter Paperback Boxed Set: Books #1-7: Amazon.de: J. K.

[www.amazon.de/](http://www.amazon.de/) ▾

★★★★★ Rating for amazon.de: 4,7 - Call waiting time: About 1 minute

Low prices on Popular Products. Free Delivery on Eligible Orders

Harry Potter | Harry Potter bookshop - Harry Potter Book Sets ...

<https://harrypotter.bloomsbury.com/uk/bookshop/> ▾

Buy Harry Potter books from the Harry Potter Bookshop at [harrypotter.bloomsbury.com](https://harrypotter.bloomsbury.com). Flourish and Blotts is the name of the book shop in Harry Potter.

[Harry Potter Books](#) · [Gift Sets](#) · [Harry Potter illustrated books](#) · [The Hogwarts Library](#)

Harry Potter Book Series: Amazon.com

<https://www.amazon.com/gp/booksseries/B00CJG28U8> ▾

Harry Potter Book Series (8 Books). All Formats ... Harry Potter and the Cursed Child, Parts One and Two: The Official. .... More Buying Choices - Paperback.

# Buy visibility on search engines

Google search results for "harry potter book buy".

About 454.000.000 results (0,62 seconds)

See harry potter book buy

|   |  |  |  |  |
|---|--|--|--|--|
| Harry Potter 1 und der Stein d...<br>€0,99<br>thalia.de<br>Free shipping<br>By smec | Harry Potter and the Deathly...<br>€2,79<br>mediomops.de<br>+€1,00 shipping<br>By Google | Harry Potter Books 1-7...<br>€85,99<br>thalia.de<br>Free shipping<br>By smec | Harry Potter and the Philosophers...<br>€10,99<br>buecher.de<br>Free shipping<br>By Google | Harry Potter - Die...<br>€30,00<br>Elbenwald<br>Free shipping<br>By Google |
|---|--|--|--|--|

**Harry Potter Paperback Boxed Set: Books #1-7: Amazon.de: J. K. Rowling**  
[www.amazon.de/](https://www.amazon.de/) ▾  
★★★★★ Rating for amazon.de: 4,7 - Call waiting time: About 1 minute  
Low prices on Popular Products. Free Delivery on Eligible Orders

Harry Potter | Harry Potter bookshop - Harry Potter Book Sets ...  
<https://harrypotter.bloomsbury.com/uk/bookshop/> ▾  
Buy Harry Potter books from the Harry Potter Bookshop at [harrypotter.bloomsbury.com](https://harrypotter.bloomsbury.com). Flourish and Blotts is the name of the book shop in Harry Potter.  
Harry Potter Books · Gift Sets · Harry Potter illustrated books · The Hogwarts Library

Harry Potter Book Series: Amazon.com  
<https://www.amazon.com/gp/booksseries/B00CJG28U8> ▾  
Harry Potter Book Series (8 Books). All Formats ... Harry Potter and the Cursed Child, Parts One and Two: The Official. .... More Buying Choices - Paperback.

Google  
Ad  
Search

# Buy banners on other websites

The screenshot shows the Food Network website's homepage. At the top, there's a navigation bar with links for 'Food Network Feed', 'Magazine', 'Apps', 'Shop', 'LOG IN', and 'Recipe Box'. Below the navigation is a search bar with the placeholder 'Find Recipes, Videos & More' and a red 'Search' button. The main content area features several recipe cards: 'Eggs Any Time Ready to Elevate Any Meal? Add an Egg', 'BRING IT ON, BLIZZARDS 5 Ways to Eat Fresh Snow', and 'MORNING GLORY The Fluffiest Pancakes On the Road'. A large, prominent red-bordered ad box is overlaid on the page, containing the text 'SKIP THE SWIPE PAY WITH YOUR SMARTPHONE' and three steps: '1. HOLD', '2. SELECT', '3. CONFIRM'. To the right of these steps is a link 'Click Here to Learn More' and the 'lucky' logo. The ad is labeled 'Advertisement' at the bottom. The overall layout includes a sidebar for 'Fried Chicken' with a photo of Alton Brown, a rating of 4.5 stars from 400 reviews, and social sharing icons.

Display Ads —

Google  
Ad  
Display

# Create content to attract users

Ahrefs  
26,696 subscribers

HOME VIDEOS PLAYLISTS COMMUNITY

Top 10 On Page SEO Plays in 2018... 16,18'

PROTECTING OUR PLANET STARTS WITH YOU

- BIKE MORE DRIVE LESS
- reduce REUSE recycle
- choose sustainable seafood
- PLANT A TREE
- EDUCATE
- CONSERVE WATER
- SHOP WISELY
- Long-lasting light bulbs - ARE A - BRIGHT IDEA
- Volunteer!

oceanservice.noaa.gov

## The Ahrefs Blog

We help you get better at SEO and marketing: detailed tutorials, case studies and opinion pieces from marketing practitioners and industry experts alike

### LINK BUILDING

## 9 EASY Link Building Strategies (That ANYONE Can Use)

 Joshua Hardwick October 4, 2018 75 shares 7 Comments

# Get others to link to your site

Bose QC35: Best Noise Cancelling Headphones?



+ Add to Share \*\*\* More

613,550 views

21,468 319

Published on 29 Jun 2016

Bose QuietComfort 35: Premium noise cancelling headphones get a successor.

Bose QC35: <http://amzn.to/2946JXg>

Bose QC25: <http://amzn.to/299h1UM>

Video Gear I use: <http://kit.com/MKBHD/video-gear#recom...>

Intro Track: Ongoing Thing by 20syl, Oddisee

Affiliate



## VIDEO MANAGER

### Videos

Live Events  
Playlists  
Shows  
Movies  
Search History  
Likes

### COMMUNITY

### CHANNEL

### CHANNELS

### CONTENT ID

Basic Info

Monetization

Advanced settings

Monetize with Ads

#### Ad formats

Display ads ?

Overlay ads ?

Skippable video ads ?

Non-skippable video ads ?

Warning: may increase viewer abandonment

#### Product placements

This video contains a paid product placement ?

Rent this video

# Send emails to your leads

 **buffer** My Buffer Dashboard

Hey there,

I'm so excited to welcome you to the Buffer family! Every single one of us is here for you to help you reach new heights with your social media sharing. Drop us a line anytime at [hello@bufferapp.com](mailto:hello@bufferapp.com) or Tweet us @[buffer](#).

Send a birthday surprise with friends--near or far

 Your Amazon Today's Deals All Departments



**Family and Friends Everywhere Can Send Birthday Gifts Together**

Dear kevan I lee,

Get your family and friends--wherever they may live--together to make someone's birthday special. Amazon Birthday Gift lets you schedule an Amazon.com Gift Card for a Facebook friend's birthday. Invite others to join, and watch the gift grow. Try it now and get \$5 (restrictions apply).

[Learn more](#)



Connect with us   

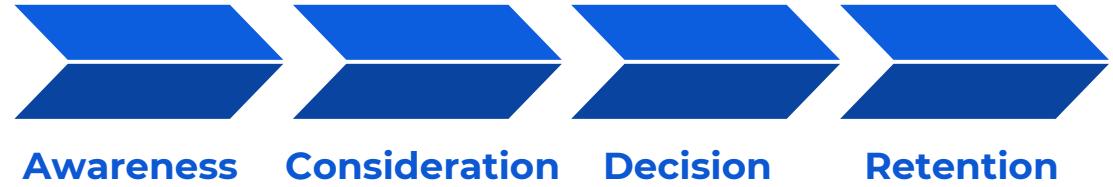
We hope you found this message to be useful. However, if you'd rather not receive future e-mails of this sort from Amazon.com, please opt-out [here](#).

You are receiving this email because you connected your Facebook account to Amazon. To provide feedback on your experience, please click [here](#).

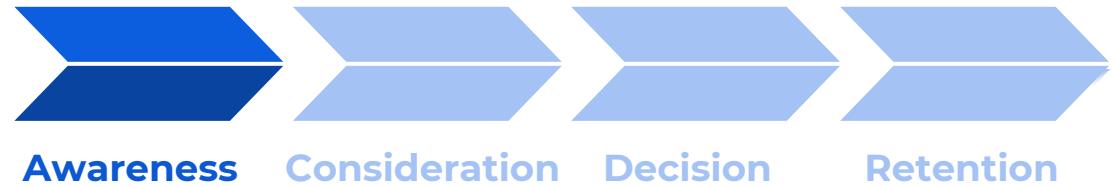
You can  
specialize  
in any of  
those  
channels

- SEO
- Google Ad Search / Facebook
- Social Media
- Content Marketing
- Email Marketing
- Affiliate Marketing
- Display Marketing
- Mobile Marketing

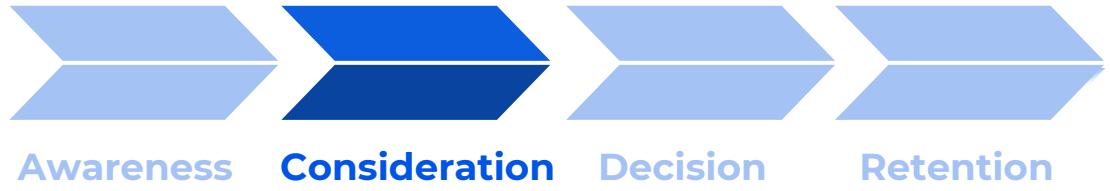
# Back to our buyer's journey



# Back to our buyer's journey



# Back to our buyer's journey



This is your city - discover it for yourself!

Centerville InfoPortal

City News Business Entertainment Healthcare Leisure Education Blogs Jobs Photos Classifieds Forum

City News

The Centerville Live Ticker  
March 11, 2012  
Gift shop in Marysville burns, no one hurt, the fire was extinguished by 10:30 am by the local Fire Department.

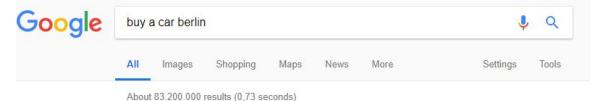
Document, Copy and Mail Services Center has moved  
March 8, 2012  
The DCM, a fixture in the downtown Miniplaza since 1987, is moving to a new address on Manfred Street, reported Director Fred Meier, in a statement to local media outlets.

A dynamic home town  
February 22, 2012  
Making Centerville attractive to residents, business, and visitors is a never-ending process. An approved park renovation plan is the major item for the years

TOP

LEFT1

LEFT2



Sixt Car Sales GmbH  
3.8 ★★★★☆ (33) · Used Car Dealer  
Berlin · 030 364174850  
Open - Closes 7PM



FREE LIVE WEBINAR:  
HOW TO INCREASE FOLLOWERS ON INSTAGRAM USING CONTESTS

Save your seat now. Time is running out!

SAVE MY FREE SPOT

Like Tweet G+1

# Back to our buyer's journey



Click inside for your welcome offer – 20% off your entire purchase.

**Michaels**  
WORLD CRAFTING EXPERTS

Take a Class | Weekly Ad | Blog

## Thanks for signing up!

YOU'RE GONNA ❤ YOUR INBOX

Within the next couple weeks, you'll receive a few emails that will introduce what we have to offer:

- Special savings & email-exclusive offers
- Creative projects, ideas & videos
- Great in-store events & classes
- Much, much more!

We want you to love your inbox, but we'll need your help. It only takes a couple of minutes to pick your preferences and we'll happily send you what you love.

Pick Your Preferences

Special Offer for Your Next Visit to Michaels

**20% OFF**  
YOUR ENTIRE PURCHASE  
INCLUDING SALE ITEMS

Get Coupon and Promo Code

See What's on Sale

Pick your email preferences Stores Gift Cards

Tell I LOVE IT to 273283

Don't miss a thing! Add Michaels michaels@deals.michaels.com to your address book.

**196% increase in sales, 16 million ad impressions, up to 12X ROI, and +40k likes...in just three months.**

"With Uhuru's Facebook retargeting campaign, we achieved a return of 653%!" — Antonio Scognamiglio, Partner | Mazuum

[DOWNLOAD CASE STUDY](#)

UHURU   
Open Shop | UNLIMITED MONEY | 2015  
DURBAN TRADE CENTER | BUSINESS ADVANTAGE ATTACK  
+196%

**PLUS VOUCHER CODE**  
Save on online stores!

Newsletter Login Favorites Sign up ALL CATEGORIES TOP DISCOUNT CODES

Shop, Brand, Product

Amazon | eBay | Groupon | Mypronto | House of Fraser | Nivea

SEARCH

**Sale up to 60%**

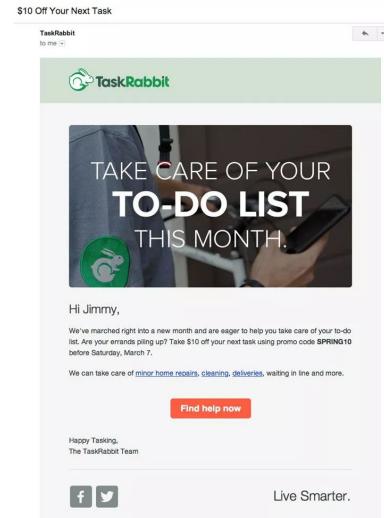
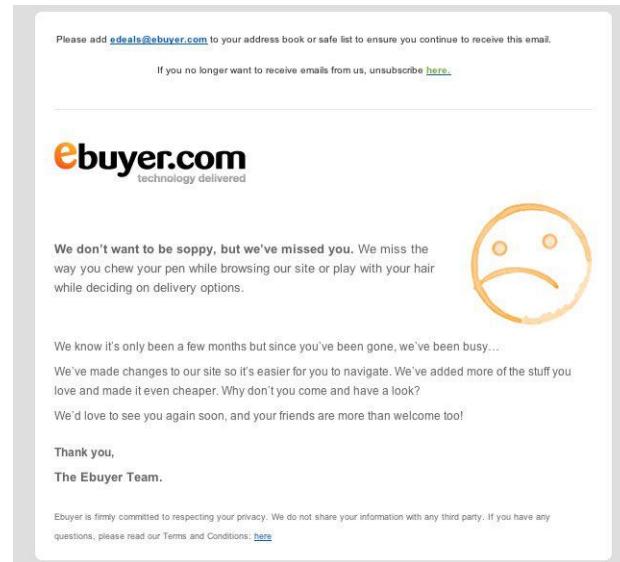
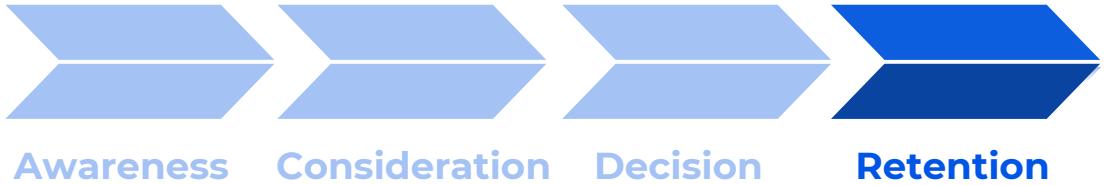
Finally the time has come to save!  
Do not miss the most convenient promotions from around the web. The long-desired dress, the trendy bag or the shoes you had seen for a long time ...  
Now they can be yours at a discounted price!

DISCOVER THE OFFERS

How to use this code?

By closing this banner, scrolling the page, clicking a link or continuing to browse you consent to the use cookies. [EXTENDED INFORMATION](#)

# Back to our buyer's journey



# Why do companies need it

There are over 2 billion websites.  
**You need to stand out!**

Compared to traditional marketing:

- Less expensive
- Better targeting
- Faster



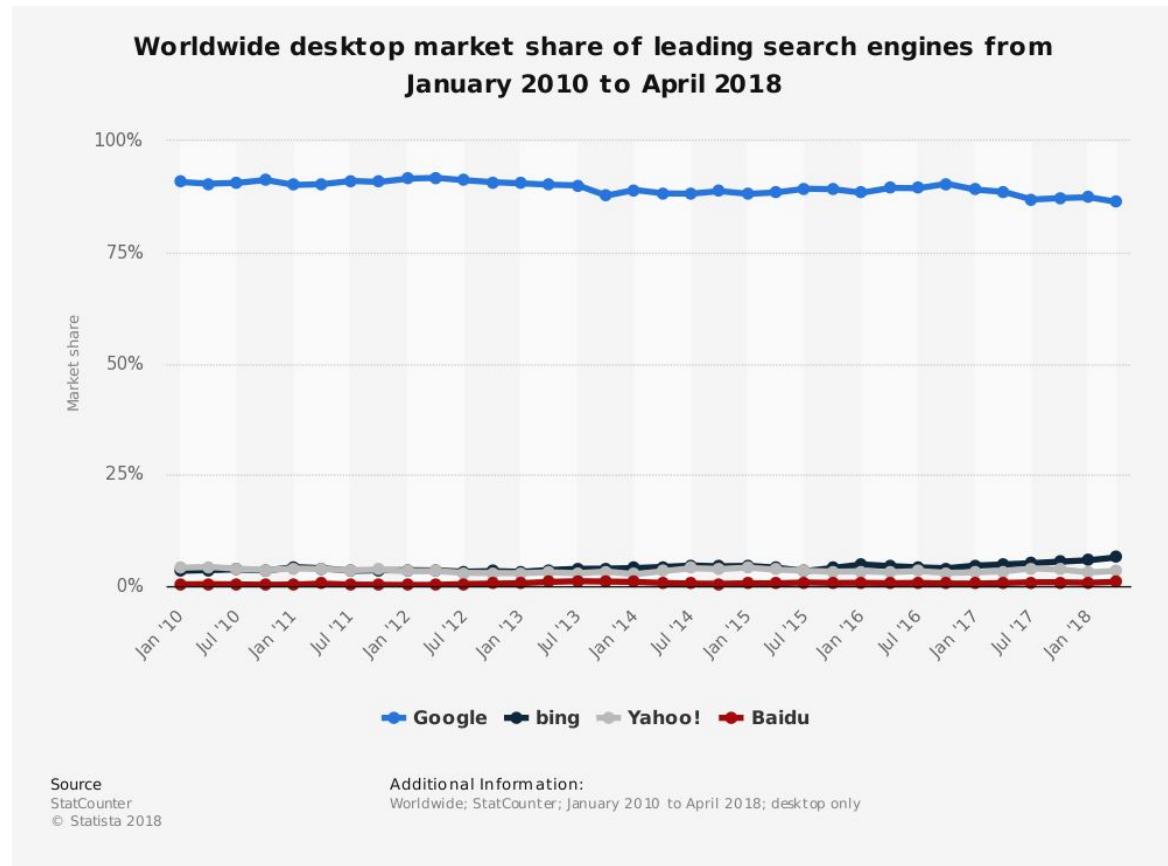
<https://www.youtube.com/watch?v=LUbqRwp8NXI>

# SEO

## Search Engine Optimization

If you need  
an  
information,  
where do  
you go?

If you need  
an  
information,  
where do  
you go?



# You NEED to be visible on Google

If you want to get traffic, not only do you need to appear on Google, **but you need to be on page #1.**

“english speaking doctor berlin”

<https://tinyurl.com/ybnva727>

“chocolate cake recipe”

<https://tinyurl.com/yavxf3lb>

“buy harry potter”

<https://tinyurl.com/y8sswxz9>

“berlin weather”

<https://tinyurl.com/yae8d5ct>

# You either see features snippets...

berlin weather

All Maps News Images Videos More Settings Tools

About 111.000.000 results (0,35 seconds)

Berlin

Monday 17:00

Partly Cloudy

 14 °C | °F

Precipitation: 0%  
Humidity: 48%  
Wind: 10 km/h

Temperature Precipitation Wind

chocolate cake recipe

All Images Videos News Shopping More Settings Tools

About 595.000.000 results (0,54 seconds)

Preheat oven to 350 degrees F (175 degrees C). Grease and flour two nine inch round pans. In a large bowl, stir together the sugar, flour, cocoa, baking powder, baking soda and salt. Add the eggs, milk, oil and vanilla, mix for 2 minutes on medium speed of mixer.

One Bowl Chocolate Cake III Recipe - Allrecipes.com  
<https://www.allrecipes.com/recipe/17981/one-bowl-chocolate-cake-iii/>

About this result Feedback

People also ask

How do I make a simple chocolate cake?  
How do you make the best chocolate cake?  
How do you make a moist chocolate cake?  
What ingredients do I need to make a chocolate cake?

Feedback

...Or ads (or  
both)  
before the  
“free”  
results

english speaking doctor berlin

All Maps Images News Videos More Settings Tools

About 12.300.000 results (0,59 seconds)

[English Speaking Doctor Berlin | Home Visit Service 7 Days/Week](#)  
[Ad] www.medlanes.com/berlin/doctor ▾ 030 120858995  
Doctor visits around the clock in Berlin. Book an Appointment Now! Qualified Specialists. Covered by private insur. 24 Hours, 365 Days. No waiting rooms. For all conditions. Private at home.

[Doctors in Berlin | Information and addresses | helpisok.de](#)  
[Ad] www.helpisok.de/ ▾  
Here you will find the doctor or dentist who speaks your language.



Rating ▾ Hours ▾

Praxis Prenzlauer Berg

# But if you don't want to pay

buy harry potter

All Images Shopping News Maps More Settings Tools

About 405.000.000 results (0,70 seconds)

See buy harry potter

Harry Potter Wasche-Set ... €14,99 EMP.de +€3,95 shipping By Google

LEGO Harry Potter - Schlos... €399,99 LEGO Shop Free shipping ★★★★★ (80) By Google

Harry Potter - Karte des... €34,90 Elbenwald Free shipping By Google

Harry Potter Badeanzug .... €14,99 EMP.de +€3,95 shipping By Google

Harry Potter Parka ... €29,99 EMP.de +€3,95 shipping By Google

Riesiger Harry Potter Fan Shop | Über 500 magische Fanartikel

**Ad** www.elbenwald.de ▾ 0355 121010 Die größte Auswahl an Zauberhaftigkeiten unter Muggeln. Blitzschneller Versand. Geld-zurück-Garantie. Riesige Produktauswahl. Viele Zahlungsmethoden geliefert..

Zauberstäbe - 80 Modelle Von Dumbledore bis Voldemort. Original-Filmzauberstäbe ab 29,90€.

Potter Film-Requisiten Sammlerstücke für Fans ab 34,90€. Karte des Rumtreibers, Deluminator.

Harry Potter Shop | HarryPotterShop.com <https://www.harrypottershop.com/> Harry Potter Shop offers gifts from the wizarding world, including apparel, collectibles, accessories, and more at HarryPotterShop.com. Muggles and wizards ... Wands · Harry Potter · Hufflepuff · Harry Potter Hedwig ...

The Official Harry Potter Shop - Harry Potter Gifts & Merchandise <https://shop.wbstudiotour.co.uk/> The Official Harry Potter Shop offers a huge selection of Harry Potter & Hogwarts merchandise. Shop online with us for Harry Potter gifts today.

The goal of SEO is to optimise your website to be on page #1.

# How to be on page #1?

You need to optimise your website **for Google**.

Google's goal is to provide answer. It means that they will put on page one the websites they consider to be the bests.

In order to rank the websites and assess their quality, **they created a top secret algorithm**:

- Updated 500-600 times a year
- Approx 200 ranking factors

# How does Google algorithm work?



How Search Works

<https://www.youtube.com/watch?v=BNHR6IQJGZs>

# How often is my website crawled?

## Webmaster Tools

Dashboard

Messages

▶ Search Appearance ⓘ

▶ Search Traffic

▶ Google Index

▼ Crawl

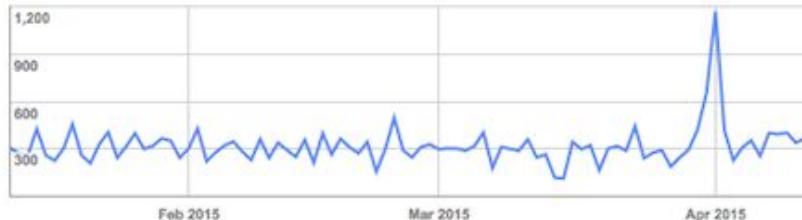
Crawl Errors

**Crawl Stats**

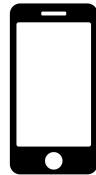
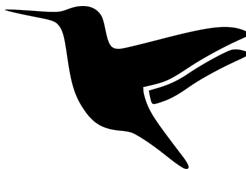
Fetch as Google

**Crawl Stats** Googlebot activity in the last 90 days

Pages crawled per day

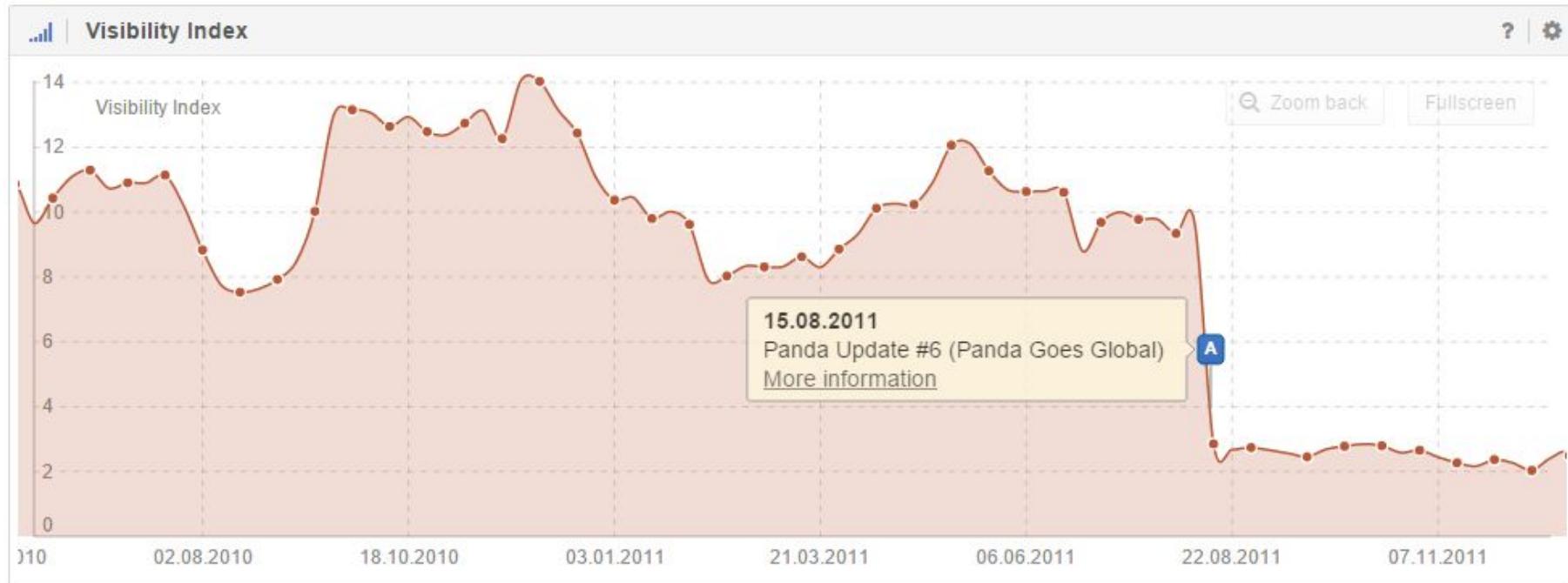


# The most famous updates



| Hummingbird  | Mobile First  | Panda  | Penguin  |
|--|---|--|--|
| No more keyword-stuffing, priority on natural language | Google looks at the mobile version of your website to determine ranking | No more poor quality content and black-hat SEO | Look at the backlink quality to assess the quality of the linked website |

# If you don't follow the rules...



# How to be on page #1, concretely?

|                   |         |           |    |
|-------------------|---------|-----------|----|
| Technical factors | Content | Backlinks | UX |
|-------------------|---------|-----------|----|



|      |         |           |    |
|------|---------|-----------|----|
| Tech | Content | Backlinks | UX |
|------|---------|-----------|----|

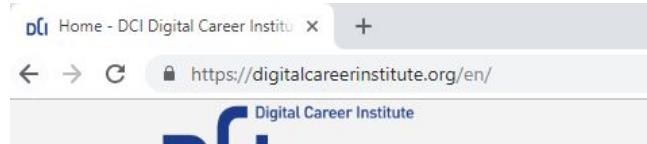
# The technical factors

- Meta-title and meta-description

Home - DCI Digital Career Institute

<https://digitalcareerinstitute.org/en/> ▾

Devugees. The Digital Career Institute operates the Devugees training program for refugees who are interested in technical qualifications for the German job ...



- H1, H2, H3, etc

<https://digitalcareerinstitute.org/en/>

- Speed

<https://developers.google.com/speed/pagespeed/insights/>

- Internal Linking

- Mobile Friendly

<https://search.google.com/test/mobile-friendly>

# Content

Digital Career Institute

DCI

COURSES EVENTS STORIES BLOG GET INVOLVED DE

# Start your digital Career

Learn digital skills with us to get the most fulfilling jobs.

Browse Courses Contact us

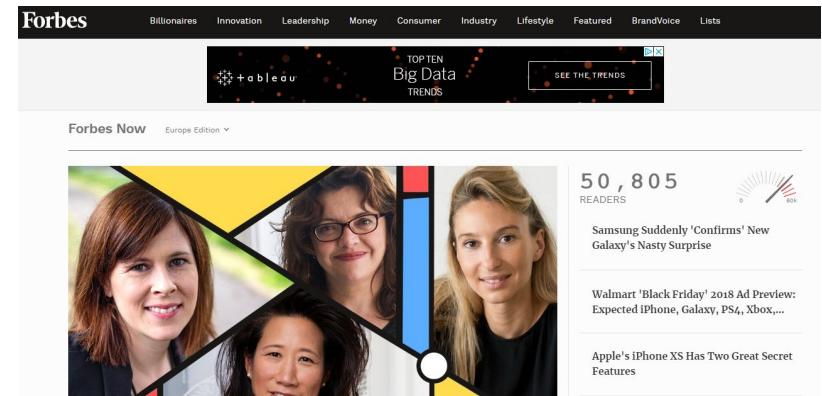


Hussein Farhad  
Student

*Berlin has the biggest IT industry and the Digital Career Institute is the right place for training in something that is very well-valued.*

# Backlinks

Make sure that the websites linking to yours are good **quality websites** & **generate backlinks**. The more quality website link to your, the more chances you have to increase your ranking, as Google sees it as a **sign of trust and quality**.



VS

How to check the quality of a website?

- Gut feeling (does it look spammy?)
- Moz Domain Authority:  
<https://moz.com/help/research-tools/mozbar/overview>

# Backlinks

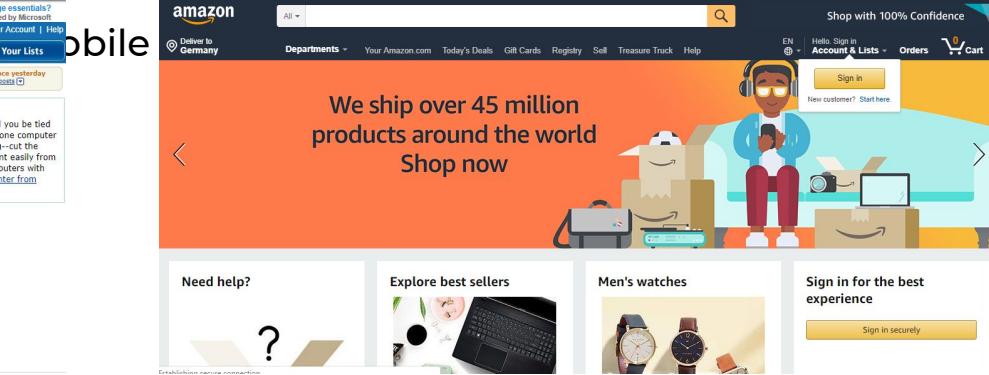
But careful, if the link is a nofollow, Google won't take it into account!

(Check the source code of any webpage: Right click > Source Code)

```
59 .entry-header -->
60                                     <div class="entry-
61 content">
62                                     <p><a
63 href="http://www.basicwp.com" rel="nofollow"
64 target=" blank" >Click here for cool offer</a></p>
65 <p>This is an example of a WordPress page, you could
66 edit this to put information about yourself or your
67 site so readers know where you are coming from. You
68 can create as many pages like this one or sub-pages as
69 you like and manage all of your content inside of
```

# UX

- General look (check <https://web.archive.org/web/> to see how websites looked years ago)
  - 
  - Bounce Rate: How many people go on my website and leave just after?
  - Time on Site: How long do people spend on my website



# How to build your SEO strategy?

- **Keyword Research:** For which KW do I want to rank #1?
  - Using your brain :)
  - Tools like <https://answerthepublic.com/> to see what people are looking for?
  - Going on Google Ad Keyword Planner to get exact data on monthly searches
- **Optimise the landing pages** you want Google to display for those specific keywords
  - Content (write about the topic)
  - Structure (Meta Title, description, etc)
- **Create Content** to rank better
- **Generate Backlinks**
  - Ask website to publish your content in exchange of a dofollow backlink