

Online Reputation Management and Applied SEO Crash Course

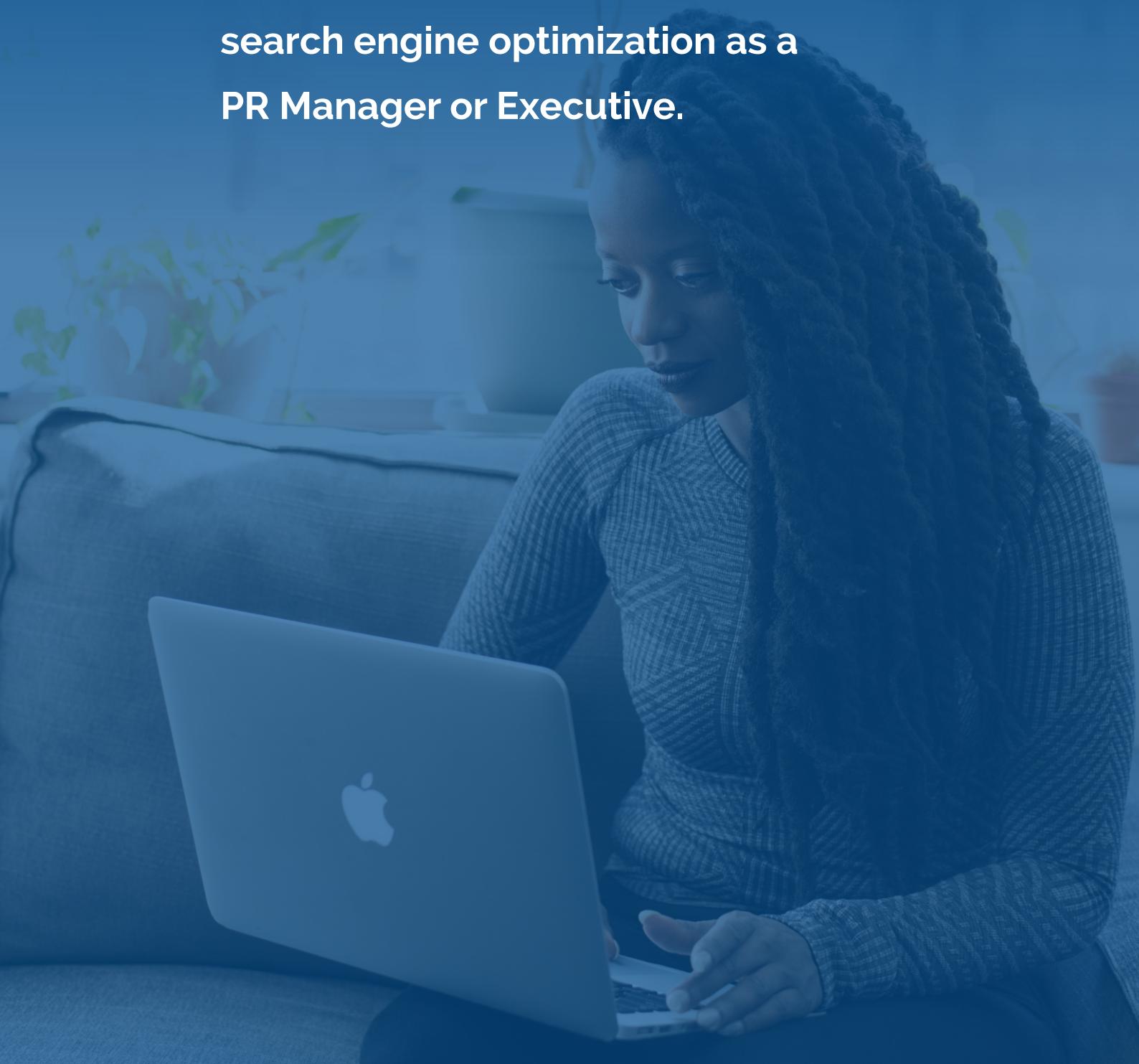


INDUSTRY STANDARD

delivering the standard in social media education

WELCOME |

Protect the image of your business online through advanced social listening and bury negative information about your business in search through Advanced search engine optimization as a PR Manager or Executive.



The Online Reputation Management and Applied SEO Crash Course is the country's standard in social media and digital marketing education. We have trained more professionals to a single social media education curriculum standard than any other in Ghana.



We work with industry experts and leading organizations to design and develop standards courses that define the digital skills and capabilities required of all professionals.

Our course deliver best current practice, theory and applied skills in social media and digital marketing education and are recognized and respected across the industry from leading institutions such as the Koforidua Technical University and expert from the Digital Marketing Institute; world leading digital marketing school and others.

Attending the Online Reputation Management and Applied SEO Crash Course will assure you have with you the essential skills and knowledge needed to excel as a Online Reputation Management and Applied SEO specialist.

KEY SKILLS TO GAIN:

- ❖ **Digital PR.**
- ❖ **Social Media Listening and Monitoring.**
- ❖ **Burying Negative Information Online.**
- ❖ **Keyword Research and Planning.**
- ❖ **Digital PR Strategy and Reporting.**

COURSE MODULES:

- ❖ **Introduction to Online Reputation Management**
- ❖ **Concepts in online reputation management**
- ❖ **Possible Scenarios and events in online reputation management**
- ❖ **Sources of online reputation events**
- ❖ **Social Media vrs Search (SEO)**
- ❖ **Assessing Reputation Damage**
- ❖ **Auditing and benchmarking**
- ❖ **Applied SEO; On-Page, Off-Page Optimization,**
- ❖ **Social Media Optimization ; brand monitoring and listening, building brand communities and influencer outreach.**
- ❖ **Content Strategy and Development**
- ❖ **Determining and framing your online reputation management strategy**
- ❖ **Measuring online reputation success and reporting**

ONLINE REPUTATION MANAGEMENT AND APPLIED SEO CRASH COURSE

Meet your facilitator **Gad Ocran**

Digital Marketing & Digital Transformation "HELP"
expert with experience in social media, digital marketing &
transformation across various industries with Multinationals,
Global Tech Startups, & Top Firms in Africa,
Middle-East & Southeast Asia.

Digital Education Background

- Msc Digital Marketing & Business Innovation (Salford Business School, UK)
- Cornell SC Johnson School of Business (Brand Leadership)
- Pg dip in Digital Marketing (DMI UK)
- Advanced Social Media strategy & social business transformation (Syracuse University, New York) Digital Product Strategy, Innovation & Management (Kellogg Executive Education, Northwestern University, US)

Work Experience

- Country Manager - **Growth, Max (Nigeria)**
- Country Manager
Cadana (Growth, B2B Sales and Marketing, Partnerships)
- Head of Marketing - **mPharma**
- Group Head of Digital and Social Media
The Multimedia Group Ltd
- Digital Media Manager
Infix (a company that compete with Netflix In emerging market)



TARGET CUSTOMERS:



Communications and PR Students



PR Managers and Agencies



Working Professionals

Course Duration:

2 Months with Project Work

Course Location:

Global through Live Online Training Sessions and Offline Trainings in Ghana- West Africa. Certificate Issued by Eazzysocial and Short Courses- Koforidua Technical University. Admission Currently Ongoing. Call or WhatsApp 055 159 0388

Contact

Website:
www.eazzysocial.com

Email:
info@eazzysocial.com

Accra Office:
+233(0)55 159 0388