

TRAINING #6
SEO & WEBSITE CONTENT CREATION

Basic information

<i>Type of training</i>	Informal education
<i>Duration</i>	2 days
<i>Level of difficulty</i>	Advanced
<i>Mentor</i>	Andjela Djokic, Spec Sci in Tourism Management
<i>Topics</i>	<ol style="list-style-type: none"> 1. Content is a king! Content creation – visual and textual content; AIDA formula; CTA 2. Search engine optimisation on pages and website; Visual attractiveness of the content 3. Copywriting 4. Google Analytics
<i>Main goals</i>	<ul style="list-style-type: none"> • To learn how to write a good copy that describes their products or destinations. • To improve the branding and storytelling of the products marketed. • To learn to read website analytics by analysing behaviours, clicks, bounce rate, number of sessions etc. • To learn to create content by SEO rules.
<i>Expected results</i>	To market their products more productively and help their destination stand out with quality content. To create quality content and presentation of the destination in the online market. To increase the participation of online sales in total revenue.
<i>Reference</i>	Online survey and Online meetings with applicants

Training Content and Metodology

<i>Content & Training Flow Description</i>	<p>Theoretical approach & presentation Explaining the formulas and rules on how to create quality textual content followed by properly tagged and optimised visual content. Learning to write copies (marketing texts) by SEO rules, to be able to create the content with more value to search engine which is the most important thing in increasing online interest in Western Balkans. Show-cases from the market – ads and campaigns.</p> <p>Practical work Creation of content for the Explore Balkans website – section Blog. Learning the Google analytics basics, to be able to follow their websites' visitors behaviour.</p>
<i>Methodology</i>	Lecture with a presentation of successful show-cases; Groupwork – active participation (exercise, discussion, demonstration); Immediate practising with the mentor

Logistics

<i>No. of participants (max 10)</i>	5 - 10 service providers/SMEs on the project (tour operators, guides, F&B service representatives, accommodation providers, outdoor activities service providers...)
<i>Location</i>	- indoor or covered space with tables and chairs
<i>Necessary tools and equipment</i>	- a projector and a projection screen - laptop computer(s)

- *internet connection*
- *whiteboard and markers*