

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b>Marketing km Zero is optimizing its website with SEO</b>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input checked="" type="checkbox"/> Development or improvement of the visual identity of the company. <input type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	<a href="https://www.youtube.com/watch?v=1gcDuRPw4Tw">https://www.youtube.com/watch?v=1gcDuRPw4Tw</a>
Description of the context	<i>The CEO of Marketing Km Zero, Giorgio Ghisalberti, tells that the most important thing that helped his company from the point of view of the visibility, was their SEO activity.</i>
Practical activity to be performed	<i>Try to realize a SEO project for a company of your choice.</i> <ol style="list-style-type: none"> <li>1. Watch carefully the website of the company you have chosen, and try to understand if something could be performed;</li> <li>2. Check the company's social profiles and try to understand if some content changes are necessary or if they can be improved in some way</li> <li>3. Think of a way to make the website more easily found by customers and suppliers on search engines.</li> </ol>
Results to be achieved	<i>Realize a list of "To do things" which can be used to perform the visibility of the website.</i>
Guidance and suggestions	<i>A key role in a SEO project is the optimization of social media pages. Pay attention to the material published by the company and try to understand what can improve the corporate image and what can tarnish it..</i>
Mistakes to avoid	<i>When you choose the company for which to carry out this project, try to avoid the most known international brands as they have certainly already implemented SEO strategies. Try to choose small businesses in your territory whose website actually needs some upgrades.</i> <i>Do not forget to check if the website's contacts are complete and without errors.</i>