Online search strategy: meet users' needs in the digital landscape

Lecturer: Federico Gennari Santori (Digital Marketing, SEO and Generative AI expert)

Language

English

Course description and objectives

Imagine yourself as a digital detective, uncovering the secrets of what users search for online. From search engines like Google and large e-commerce platforms like Amazon to social media sites like LinkedIn and TikTok, and even your website: wherever there is a search bar, there is an opportunity to gain organic visibility and match people's intent with a data-driven approach. Including the disruptive software that are changing our digital experience: the generative AI agents like ChatGPT, Perplexity, and others. This course equips you with advanced techniques such as keyword research, competitor analysis, and search engine optimization (SEO) to make your brand the definitive answer. We delve into the native logic of each platform, their latest innovations, and their interconnectedness with other critical digital domains like user experience (UX) and conversion rate optimization (CRO).

Upon successful completion of the course, you should be able to:

- Conduct in-depth keyword research using industry-standard tools like Google Keyword Planner and SEMrush, enabling you to identify high-volume, low-competition keywords that drive targeted traffic
- Understand how to produce relevant, effective, and optimized content to improve your ranking in search results, while discovering the related opportunities of generative AI
- Explore on-page optimization techniques such as title tag and meta description crafting, internal linking strategies, and image optimization to ensure your website ranks higher in search results
- Delve into technical SEO concepts like website structure optimization and mobile-friendliness to enhance user experience and search engine crawlability

Audience

The course is open to all Bocconi students. In particular, it is ideal for students aiming for careers in digital marketing and communication.

Prerequisites

No prior knowledge required.

Duration

12 hours

Guidelines

Registration:

You can sign up for the course only through the yoU@B student Diary, in the " **sign-up for various activities**" box (please note that the box appears only when registrations open. Before then it will not be visible).
You can only cancel your registration by Diary **no later** than the registration deadline for the course itself. No other ways of cancellation are allowed.
Registration will be confirmed a few days before the start of the course through a message posted in the yoU@B student Diary.

Attendance:

- Attendance of **75% or more** of class hours: obtainment of the Open Badge
- Attendance of **less than 25%** of class hours: blacklisting

Teaching mode

This course will be only taught in person. Online mode will not be provided.

Calendar

Lecture	Date	Time	Room
1	Mon 31/03/2025	18.15 - 19.45	N32 (Velodromo)
2	Wed 02/04/2025	18.15 - 19.45	N32 (Velodromo)
3	Mon 07/04/2025	18.15 - 19.45	N32 (Velodromo)
4	Tue 08/04/2025	18.15 - 19.45	N32 (Velodromo)

| 5 | Mon 14/04/2025 | 18.15 - 19.45 | N32 (Velodromo) |
| 6 | Wed 16/04/2025 | 18.15 - 19.45 | N32 (Velodromo) |

Syllabus of the course

Lecture	Topics

1 A Paradigm Shift in Digital Search

- SERP components and layout variations: snippets, knowledge panels, rich results
- The advent of gen-AI agents search applications (Perplexity, Gemini, Search GPT)
- Impacts for websites and companies
- How to use gen-AI for search optimization

2 Search Ecosystems

- Search platforms logics: traditional search engines, AI agents, Amazon, LinkedIn, TikTok, app stores
- Platform-specific ranking factors and optimization strategies

3 The Google World

- Google's search algorithm updates and their impact on search results
- Optimizing for Google Search, Google Maps, and YouTube for local search visibility
- Utilizing Google Search Console and Google Analytics for performance tracking and insights

4 Competition and Keyword Analysis

- Advanced keyword research tools for platform-specific insights (e.g. Google Keyword Planner)
- Identifying high-conversion keywords, trends and seasonality to inform cross-platform content strategies
- Competitors' search visibility and performance on various platforms (e.g. Semrush, Brightedge)
- Benchmarking against competitors' performance metrics to identify cross-platform opportunities and gaps

Lecture	Topics
5	**Editorial Strategy and Operations**
	- Platform-specific content optimization techniques for maximum visibility and engagement - Content formats and structures to match user intent and platform algorithms - Leveraging multimedia content (videos, images, infographics) for enhanced visibility and user experience - Platform-specific link building, guest blogging and influencer marketing strategies to build authority and relevance
6	**Technical Strategy and Operations**
	- Technical SEO best practices tailored to diverse platforms and search ecosystems - Website architecture, mobile responsiveness, and site speed for improved crawlability and indexability - Addressing technical issues such as canonicalization, hreflang tags, and XML sitemaps across platforms

Available seats

This activity is limited to **110 participants.** Registrations cannot be carried out once this number has been reached or after closing of the registration period.

Please remember that you can cancel your registration from ITEC courses only before the registration deadline.