

Time	Description
10:00 - 10:45 (Start time London: 9am. Start Time Berlin, Paris: 10am)	<p><b>Introduction round and overview:</b> We'll also show you where our Tutorials and Academy are so that you can continue to learn after the webinar.</p> <p><b>Visibility Index and overview:</b> Introduction to the live and historical Visibility Index data and the various data-sets and tools available. Overview of user interface, account settings.</p> <p><b>Dashboards, alerts, reports, pins and lists:</b> How to arrange data from the toolbox in ways that make your SEO tasks more efficient. We show you how to process keyword sets for content or monitoring projects.</p>
10:45 - 11:00	<b>Break</b>
11:00 - 11:45	<p><b>Keyword research:</b> Up-to-date keyword data is the heart of the SEO module. We'll explain the information that is available, and how you can filter it. You'll learn how to find opportunities and new keyword environments, spot changes and how to manage and process keyword lists to your advantage.</p> <p><b>Competitor Analysis:</b> It's not always obvious who your online competitors are. We'll show you how to find the real competitors and how to do gap analysis and keyword harvesting.</p> <p><b>SERP features and intent:</b> Optimising for SERP features, especially the featured snippet, remains one of the core disciplines of search engine optimisation. We'll show you detailed information about SERP formatting, search intent and click probability.</p>
11:45 - 12:00	<b>Break</b>

12:00 - 13:30	<b>Projects:</b> Introduction: Analyse and monitor a website or SEO content project and create your own Visibility Index.	<b>Onpage Analysis:</b> The Optimizer regularly crawls your website, as Google would, and identifies and categorises over 150 technical issues. Measuring Core Web Vitals, uptime and change monitoring.	<b>Keyword Monitoring:</b> There are always cases where you will need to monitor new, niche or long-tail keywords that are not in existing keyword databases.
13:30 - 14:00	<b>Q&amp;A:</b> Questions and answers: Any outstanding questions can be addressed in the last 30 minutes of the seminar.		