

# Search Engine optimisation: Google SEO for publishing houses and news websites

10 October 2013, Workshop of the World Publishing Expo, Berlin, Germany

## Programme

10 October, 09:30 – 16:30 h, including lunch

- Basic principles: How search engines work
- Users and utilisation of search engines – who searches how and what with Google?
- Google updates: Panda and Penguin
- Approaches to optimisation: contents, links, technology
- Social media and SEO
- Link building for publishing houses: ALL personnel can (should!) contribute
- Editorial SEO: search engine-oriented writing
- Google News: How to position yourself more effectively with latest news
- Live site clinics
- Relaunch SEO: How do I lose as little Google traffic as possible when relaunching?
- Optimal landing page + topic pages

Please contact the training organisers if you are interested in a SEO analysis of your website during the workshop (included as a topic in a site clinic).



This Workshop is part of the

**World  
 Publishing  
 Expo 2013**

7-9 October, Berlin, Germany



For more information and to register:

[www.wan-ifra.org/academy](http://www.wan-ifra.org/academy)

## Introduction

Google is and remains one of the most important sources of traffic for news websites and content portals. Although it is possible to take a critical view of dependence on such a powerful content supplier, it is still advisable to know this important player exactly and how it operates in order to be able to make informed decisions.

In this workshop, you learn how Google works and how publishers can use search engine optimisation to their advantage.

This includes search engine-oriented writing, avoiding SEO errors at the time of web relaunches, internal link building and producing appropriate topic landing pages. In order to guarantee practice orientation, this training workshop will include very many examples from the online news environment. In addition, websites will be analysed and critiqued “live” in a SEO Site Clinic.

## Who should attend

This training events is intended for product and project managers online as well as (senior) online editors.



## Trainer



**David Radicke**

has worked in senior positions for German and international Internet companies since 1998, including Bild.de and Web.de. Since 2006, working as an independent consultant, he has advised numerous online companies and media houses on the subjects of SEO, SEA, web analytics and eCommerce, including welt.de, computerbild.de, noz.de, Dumont Verlag, apotheken-umschau.de, salzburg.com as well as many additional news websites, financial portals and online shops.

## Contact

### WAN-IFRA Academy

Washingtonplatz 1, 64287 Darmstadt  
 Tel. +49.6151.733-6, Fax +49.6151.733-802  
 Bettina Werner, bettina.werner@wan-ifra.org

## Fees

WAN-IFRA members: EUR 490,- + VAT  
 Non-members: EUR 660 + VAT  
 Prices include season ticket to World Publishing Expo 2013 (www.worldpublishingexpo.com). In addition the fee includes documentation, luncheon and beverages during the breaks.

*Please note: The maximum number of participants will be limited to 20 persons.*

## Venue

Event room in Berlin to be confirmed

## Accommodation

VisitBerlin is the official booking agent for the World Publishing Expo 2013 (IFRA Expo & Conference). Find and book your ideal accommodation in Berlin online at special WAN-IFRA Expo rates: Berlin Tourismus & Kongress GmbH, www.visitberlin.de  
 T. +49 30 25 00 25, F. +49 30 25 00 24 24  
 E. congress@visitberlin.de



## REGISTRATION FORM

### Search Engine optimisaton: Google SEO

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Please copy, fill in and fax or mail to:

WAN-IFRA CH · Washingtonplatz 1 · 64287 Darmstadt, Germany · Tel. + 49.6151.733-6 · Fax +49.6151.733-802 · academy@wan-ifra.org

First name/s \_\_\_\_\_  
 Surname \_\_\_\_\_  
 Company \_\_\_\_\_  
 Position \_\_\_\_\_  
 House no./street \_\_\_\_\_  
 City/postal code \_\_\_\_\_  
 Country \_\_\_\_\_  
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 Phone \_\_\_\_\_  
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**Payment details: (Please select a method of payment)**

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### Excerpt from the WAN-IFRA CH General Public Training Events

#### 2. Registration

**2.1** Registration can be submitted in writing to WAN-IFRA by mail, fax or e-mail. For the participant, the registration constitutes a binding offer for the conclusion of a contract for participation in the event described in the registration. This offer is subject to acceptance by WAN-IFRA. This is signalled by WAN-IFRA by confirmation to the participant that he has been accepted for participation in the event concerned.  
 ...

**2.3** In order to ensure optimum training conditions, the number of participants is limited. Registrations will be processed in the sequence of reception.

#### 3. Performance and Change of Performance

**3.4** WAN-IFRA can cancel or postpone events in case of too few participants (at latest two weeks before the start of the event) or cancellation of a speaker or other circumstances for which it is not responsible. In such cases, WAN-IFRA is relieved of the obligation to hold the event and shall reimburse participants any fees already paid.

#### 4. Conditions of Payment

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**4.2** The participation fee becomes due upon receipt of the invoice.

#### 5. Cancellation and No Show

**5.3** The participant can cancel free of charge up to 14 calendar days before the event begins.

**5.4** If the participant cancels between the 14th and seventh calendar day before the event begins, WAN-IFRA will charge 50% of the participation fee as a cancellation fee. If the participant cancels later than seven days before the event begins, or fails to attend or does attend only a part of the training event, then the regular participation fee will be charged.

**5.5** If a participant cannot personally attend an event for which he has a firm booking, he has the possibility to name a substitute. WAN-IFRA must be notified of this in writing, stating the name and address of the substituting person.

#### 6. Liability

**6.5** In case of withdrawal from the contract or cancellation of the event by WAN-IFRA, no reimbursement of costs for booking the travel or accommodation will be afforded.