

Course on: “BOOST YOUR IMPACT: SEO FOR RESEARCHERS”

- *Training area:* Communication
 - *Modality:* Live stream (BlackBoard Collaborate)
 - *Speaker:* **F. Javier Calzada-Prado**, PhD. Prof. Calzada-Prado works at UC3M’s LIS Department – iSchool, and he specializes in Information Retrieval, Digital Marketing and Web Analytics.
 - *Recipients:* CONEX Plus researchers
 - *Language:* English
 - *Registration:* **until September 15th** (inclusive).
 - *Dates:* September, 21, 23, 28, 30 (9:00 am – 10:30 pm)
 - *Attendance:* Compulsory attendance.
 - *Certificate:* Certificate of attendance will be issued (Minimum attendance of 80% of the hours).
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Introduction and objectives:

Search Engine Optimization (SEO) is a digital marketing strategy aimed at organically maximizing the visibility of websites and web pages in the results lists of search engines. As more and more of us are using search engines to access research-related information and resources, there is a growing need for researchers to make sure that their work gets enough search engine visibility and, thus, guarantee that it can reach their target audiences, which will allow them to get more citations and a bigger social impact.

Competencies and skills:

After completing this course, participants will:

- Understand the importance of promoting and curating an online presence that is aligned with their strategic goals -scientific impact and reputation.
- Be able to plan the architecture and contents of their professional websites to maximize search engine visibility.
- Be able to leverage social media networks and platforms to disseminate and give visibility to their research output.
- Be able to monitor their online presence and impact.

Contents:

1. Researchers' online presence: how SEO can improve impact and reputation.
2. SEO tactics for researchers' websites.
3. Leveraging social media networks and platforms.
4. Monitoring online presence and impact.

Date and target audience:

- Date: September: 21, 23, 28, 30
- Time: From 9:00 to 10:30 am (6 hours)
- Target: CONEX Plus researchers

Format:

- Live stream (Blackboard Collaborate).