

# Time Schedule

 (Updated: 10/05/2021)

Time	Description		
09:00 - 09:45	<b>Introduction:</b> We will get started at the allotted time so make yourself comfortable a few minutes beforehand with your laptop and drink of choice! Give your microphone and headphones a check too. We're happy to see your faces but if you don't want to use a webcam, it's not required.	<b>Content strategy basics:</b> What is content marketing? What's the aim and what are the limits and risks?	User intention and content formats. User experience. The content platform. Opportunities in the SERP.
09:45 - 10:00	Break		
10:00 - 10:45	<b>High Performance Content Format:</b> HPCF. Target customer and user intent.	SERP formatting and features. Analyse competitors.	
10:45 - 11:00	Break		
11:00 - 11:45	<b>The foundation of good keyword and performance potential analyses:</b> How do I research the correct keywords for my content with the Toolbox?	<b>Search intention:</b> How does one find out how Google interprets the intention for keywords and what do I have to pay attention to in order to produce the right content?	
11:45 - 12:00	Break		

12:00 - 13:45	<b>Overview of the content assistant</b> in the Optimizer and how to use it with keyword lists.	<b>Other things to consider:</b> Brief writing, Snippet optimisation, Internal linking, Monitoring performance, optimisation over time, international expansion	
12:45 - 13:00	<b>Questions and answers.</b>		