



Blueprint for advanced skills
& trainings in the social economy

Training Catalogue

Connect Sustainable and Social Economy Values in Daily SEO practice



Area
Green

Level
Intermediate

EQF
5

EU frameworks
EntreComp
Area: Ideas & Opportunities

Duration
16 hours



Co-funded by
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TITLE: Connect Sustainable and Social Economy Values in Daily SEO practice	
Duration / Notional workload	16 hours (0,5 ECTS)
Who is this course for	This course is for SEO managers and enablers. The main objective is to equip social economy managers and enablers with the knowledge and skills to integrate sustainable and social economy values into their daily SEO (Search Engine Optimisation) practices, enhancing the visibility and impact of their organisations' socially responsible initiatives online.
Skill Gap Area	The Skill GAP refers to the SocioComp Area “Green Transition”, competence “Facing the Green Transition”.
Related standards	The European competencies’ frameworks related standards are: EntreComp - Area Ideas & Opportunities, competence 1.1 Spotting opportunities.
EQF Level	EQF 5 INTERMEDIATE
Learning Outcomes	Participants, on completion of the learning process, can <ul style="list-style-type: none"> - Understand the principles of sustainable and social economy values and their relevance to SEO practices. - Identify effective SEO strategies that align with and promote sustainable and social economy values. - Apply SEO techniques to enhance the online visibility of organisations' socially responsible initiatives and activities. - Evaluate the impact of SEO practices on the promotion of sustainability and social economy values, using relevant metrics and tools
Contents	<p>LU01: Principles and Relevance of Sustainable SEO</p> <ul style="list-style-type: none"> - Overview of sustainable and social economy values - Relevance to social economy managers and SEO practices <p>LU02: Effective SEO Strategies for Sustainability</p> <ul style="list-style-type: none"> - Integrating sustainability into SEO strategies - Examples and techniques for aligning SEO with sustainable values <p>LU03: Enhancing Online Visibility through SEO</p> <ul style="list-style-type: none"> - Developing and optimizing content for sustainability - Tools and methods for effective keyword research and on-page SEO <p>LU04: Measuring and Evaluating SEO Impact</p> <ul style="list-style-type: none"> - Key metrics and tools for tracking SEO success

	<ul style="list-style-type: none"> - Analysing the impact of SEO on sustainability goals and community outcomes
Learning methodologies	<p>The most effective teaching methods with adult learners are active methodologies, combined with a hands-on approach, encouraging critical thinking and real-world application. We suggest for</p> <p>LU01: Lecture and discussion, case study, group activity LU02: Demonstration, practical exercise LU03: Discussion, practical exercise LU04: Lecture, discussion, group activities.</p> <p>Blended training can be offered, using the MOOC platform to integrate more traditional face-to-face training.</p>
Learning materials	<ul style="list-style-type: none"> -Lecture notes -Practical exercises <p>Complementary learning materials are:</p> <ul style="list-style-type: none"> - ad hoc handouts; - learning materials and publications on the topic in English or in the participants' languages. <p>The course teachers will provide the bibliography and website references.</p>
Entrance requirements	<p>There are no formal prerequisites to participate in the course, except being workers, managers, supporters or enablers in Social Economy Organisations.</p>
Assessment & Certification Schemes	<p>The assessment process will evaluate the learning outcomes outlined in the prototype and will follow established procedures. Grading criteria, levels, and assessment location will be communicated to learners before the baSE pilot phase, with authentication required.</p>

	<p>The Certification Schemes will follow the standards defined by EuroCert.</p> <p>Upon request, it will be possible to have (for MOOCs only) the recognition of micro-credentials.</p>
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Disclaimer

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More Info and contact
www.socialeconomycompetences.eu

Partners

