



CONNEXIA

Creativity in Love with Data and Technology

“Sharing is Caring”

The second Connexia instalment is dedicated to SEO.

Join us on Tuesday 14 April for the new cycle of online meetings dedicated to knowledge sharing.

“The relationship between SEO and brand? A strategic pillar that is often underestimated”.

Webinar chaired by Giorgio Volpe, SEO Director at Connexia

Milan, 9 April 2020 – The independent marketing and communication agency **Connexia** presents the second instalment of its **Sharing is Caring** programme, a cycle of free online meetings characterised by the **sharing of digital knowledge**.

A chance for Connexia professionals to **share their own experience and skills**, and discuss how to face emergencies and restarting by focussing on digital transformation.

Tuesday 14 April will be the turn of **Giorgio Volpe, SEO Director at Connexia**, with a webinar entitled: *“The relationship between SEO and brand? A strategic pillar that is often underestimated”*. This will be a chance to examine advice and good practices for better representing the contents of your site in search results, optimising the possibility of conveying qualified traffic and improving the perception of your brand.

Free **live streaming** event subject to registration on the **@Cisco Webex** platform.

SHARING IS CARING | SEO
Tuesday 14 April

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056

C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

info@connexia.com · www.connexia.com

Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



CONNEXIA

Creativity in Love with Data and Technology

9.00 – 10.00

@Cisco Webex

Giorgio Volpe

A pioneer of SEO in Italy, Giorgio Volpe has gained more than twenty years of experience on national and international projects in all major business sectors. After beginning with Ad Maiora, in 2002 he co-founded SEMS, where he worked as SEO Service Manager until 2009. In 2012 he took on the role of Managing Director of the SEO unit and Director at Intarget, contributing to the consolidation of the agency as a reference point for high-profile SEO.

In 2018 Giorgio began the Ragooo adventure, taking over the leadership of the SEO team and maintaining it after its acquisition by Connexia in the role of SEO Director.

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056

C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

info@connexia.com · www.connexia.com

Società sottoposta a direzione e coordinamento di Alchimia S.p.A.