

QNA Launches Specialized Training Course in Website Content Management and Analysis Doha, October 12 (QNA) - Qatar News Agency (QNA) launched today a specialized

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Doha, October 12 (QNA) – Qatar News Agency (QNA) launched today a specialized training course on website content management and analysis.

The course is part of a series of training programs offered by the QNA Training Center, with the aim of developing media competencies and enhancing the skills of digital professionals.

The three-day course will be presented by media expert at QNA Siraj Munir, with the participation of a number of QNA staff, in addition to employees from various media institutions and government agencies. The course aims to enhance participants' skills in digital content management and develop electronic publishing mechanisms in line

with modern professional standards.

It also introduces participants to best practices in writing digital content, improving user experience, and enhancing websites' visibility in search engines. It also aims to introduce participants to best practices in writing digital content, improve user experience, and enhance websites' visibility in search engines.

The course covers several key topics, most notably: digital content production strategies, content organization and updates to ensure an effective user experience, content management tools and their uses, search engine optimization standards, and mechanisms for writing and editing content for various online platforms.

The course also highlights the importance of engaging with audiences through digital content and measuring content performance using digital analytics tools to ensure the effectiveness of media messages and achieve the organization's communication goals.

This course is part of QNA's ongoing efforts to equip its staff with the latest developments in digital media. This is achieved through specialized training programs held in the state-of-the-art QNA Training Halls, which were launched in March 2023 and are equipped with the latest technology.

They serve as an integrated platform for building media capabilities in accordance with the highest international standards.

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