



SEARCH ENGINE MARKETING SEMINAR

stand above the rest



TrainSmart, Inc. offers a Search Engine Marketing Seminar by the experts from Sheffield Marketing. Strengthen your online presence using the most innovative search engine marketing techniques. The seminar covers the processes of organic campaigns to Pay-Per-Click Campaigns. Channel a multitude of new visitors by optimizing your current website. You will increase brand awareness, generate qualified leads and, of the utmost importance, increase sales.

OUTLINE - 1 DAY SEMINAR (9:00am - 4:00pm)

Introduction to SEM

What is SEO, SEM, PPC?
How search engines work
Pay for Inclusion
Pay for Placement Models
SEO Strategies
SEO Basics
Add to your strategic plan

Organic Campaign

What is it?
Steps Involved

Driving Traffic with the Right Keywords

Choosing the best keywords
Keyword research tools
Research your competition
Keywords customers use
Keyword Density

Content Optimization

Titles & Descriptions
Metatags
Body

SEO Pitfalls

White Hat vs. Black Hat
Spamming
Good vs. Bad Submission
Search Engine Banishment

Link Popularity

Quality vs. Quantity
Linkbaiting
Advanced Linking Strategies

Tracking Your Campaign

Optimization Goals
Reporting
Who's coming?
How long staying?
Keywords searched on

PPC Campaign

Organic vs. PPC
What search engine to use
Google, Yahoo, etc

Resources & Tools

What's Included

- Breakfast
- Snacks
- Training Materials
- Certificate of Completion
- 1-hour telephone consulting within 30 days of seminar

Dates

November 1 or November 2

Location

1600 Golf Road, Suite 1200
Rolling Meadows, IL 60008

Min/Max Participants

5-16

Price

\$695⁰⁰ per person

Registration

Phone 847.991.8181

Web www.atstrain.com



1600 Golf Road, Suite 1200 • Rolling Meadows, IL 60008
847.991.8181 phone • 847.991.8190 fax