

Search Engine Marketing Seminar

INCREASE YOUR WEBSITE TRAFFIC & PROFITS!

Search engines are an important part of your online marketing strategy and optimising your website for the search engines is as important as having a well designed website. If you want your website to have a chance of success amongst the thousands of others competing against you, then you really do need to investigate Search Engine Optimisation and look at how it can help you achieve your online marketing goals.

In this half day seminar you will learn why you can't find your website listed in the search engines, how to optimise your website to achieve higher traffic and rankings, how to successfully submit your site to search engines, how to choose effective keywords and the things you shouldn't do which may result in the search engines banning your website.

This half day seminar covers:

- Optimising your website for high rankings
- Submission to search engines
- How to find the keywords and phrases that will drive traffic
- The importance of copywriting and meta tags
- Making sure your website is search engine friendly
- Internal and external linking strategies
- Monitoring results and statistics
- What Pay-Per-Click advertising can do for your business

And much, much more!

About Your Presenter

Internet expert, Melissa Norfolk (B Sc), operates her own consultancy business. She specialises in building search engine friendly websites and marketing savvy email newsletters that connect businesses with more customers online. A member of APESMA, NSAA, Rostrum and BNI, she is passionate about educating audiences and speaks to organisations and business networks on the use of the internet and technology in business.

"Melissa's skill and training comes through as she presents clear, precise and to the point giving great examples along the way so that laymen like myself can understand the process. I learnt more in these couple of hours than in the past two years of info tidbits."

Russell Moody, EnviroProducts



Date: Thursday September 11
Time: 9:30am-12:30pm
Venue: Hotel Charsfield
 478 St Kilda Rd, Melbourne
Cost: \$185 inc GST

Early Bird Special \$145
before Aug 22
(you save 20%)

TAX INVOICE - ABN 53 112 248 156

Fax back registration form on (03) 8610 0028

- Booking **before Aug 22** - Yes please reserve ____ early bird seats at \$145.00 each
 Booking **after Aug 22** - Yes please reserve ____ seats at \$185.00 each

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Refund Policy : There are no refunds for bookings cancelled within 5 working days of the scheduled event.