

Boost Traffic with Web 2.0

Encourage user participation to maximise your online potential

Web 2.0 technologies are all about turning the internet into an interactive space and encouraging participation and social networking. Using some of these new technologies such as blogs, wikis and content syndication assist in increasing repeat traffic to your site and in turn make your site more attractive to both people and search engines.

Come along to this workshop to understand why you should use Web 2.0 technologies, how to take advantage of the new technology and encourage more visitors to your website.

What You Will Learn

- What is Web 2.0?
- The importance of interactivity
- The social networking phenomenon
- Content syndication and web feeds (RSS)
- Tagging
- Blogs
- Wikis And much, much more!

Date: Thursday October 16
Time: 9:30am-12:30pm
Venue: Novotel Glen Waverley,
 285-287 Springvale Road
Cost: \$185 inc GST

Early Bird Special \$145
 before Sept 26
 (you save 20%)

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

"You make it sound so easy even for someone like myself who is not technologically minded."

Maree Harris, People Empowered

TAX INVOICE - ABN 53 112 248 156

Fax back registration form on (03) 8610 0028

- Booking **before Sept 26** - Yes please reserve ____ early bird seats at \$145.00 each
 Booking **after Sept 26** - Yes please reserve ____ seats at \$185.00 each

Total (inc GST): _____

Name

Address

Phone

Email

Method of Payment

- Visa MasterCard Bankcard

Credit Card Number

Expiry Date

Name on Card

Signature

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