



***Online, Internet & Digital
Marketing Training***

***Online Marketing Training:
Online Marketing Best Practices***



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Online Marketing Training: Online Marketing Best Practices

This 1 day course full day course introduces delegates to all of the key techniques needed in order to execute a successful and effective Internet Marketing strategy. The course comprises 4 distinct modules

Search Engine Optimisation

Correctly optimising your web site can bring you a huge number of potential customers at a low cost, assuming that you can rank in the top 5 or 10 listings of Google, Yahoo! and the other search engines. This module of the Internet Marketing Best Practices course explains how to make your web site and navigation system "search engine friendly", tells you the Top 3 things that you must concentrate on to increase traffic to your web site and explains how you go about developing a linking strategy to ensure that you get to the listings.

Google AdWords (Pay-Per-Click) Advertising

Google AdWords is one of the most successful and cost-effective ways of driving traffic to your site. In this module we'll introduce you to the PPC players (Google AdWords being the biggest by far), you will learn about key strategies and tools to manage or outsource campaigns as well as setting up a Google AdWords campaign for your business.

Metrics for Marketing Success & Increasing Conversion Rates

This module outlines methods and tools for testing, tracking ad performance and analyzing traffic patterns, click-through rates, conversion rates, cost per sale, and Return on Investment. You'll also learn about important strategies that you can put in place to increase your conversion rates.

E-Mail Marketing

Mastering email marketing in an age of spam is difficult but definitely worth the effort when you get it right. In this module, you will learn how about the various email options available, how to choose the most appropriate email provider to suit your requirements, how to build your email list, how to design your email messages for maximum impact and how to measure (and increase) the response rates.

Who Should Attend?

The course is relevant to those with little previous experience of Internet or Online Marketing but with the desire to make it work for their business. It is also relevant to those who have tested Internet Marketing but would like to refresh and update their knowledge: Webmasters, marketing and communications managers, IT personnel.

More Information

To find out more about this and the other training courses offered by SureSkills & Online-Marketing.ie, please call Steven Long at our training centre on +353 1 240 22 38 / Steven.Long@SureSkills.Com or visit www.SureSkills.Com.