

WebWorx Training
"making your business an online success"

8 Rushey Lane
Albrighton
Wolverhampton
West Midlands
WV7 3AZ
0844 884 3497
www.webworxtraining.co.uk
sales@webworxtraining.co.uk

How To Promote Your Business On The Internet

Free to Attend

Duration: 3 hours

Location: Web Worx, Albrighton, Wolverhampton

Various Dates Available

As traditional retail struggles in the current market conditions online sales continue to grow expanding to nearly 20% of the total, national retail spend. This year the UK will be spending over 4 billion each month online. Can your business afford to miss out on this ever growing market?

A great way for small business owners to transcend the competition is to learn internet marketing. Website promotion is essential even for businesses that are trying to target locally based customers such as restaurants, plumbers or car dealers. It used to be that when people wanted a local business or service provider they grabbed the yellow pages. Well not any more... over 65% of people use the internet. Fortunately, for a local business you don't need a complex and expensive website for it to be effective. You don't have to compete with the best of the best nationwide; you just need to present yourself well to local residents and those within driving distance.

70% of UK businesses have a website, but 90% of those websites don't meet the expectations of their business owners and don't provide the services the consumer is seeking. Getting your online marketing right is crucial in order to support your business development and encourage more customers. There are a wide range of opportunities that you can bring into play to increase the online profile of your business, to help your customers to keep in touch, to deliver more visitors to your website and ultimately to increase your turnover.

This workshop will give an overview of existing and emerging internet marketing techniques. It is delivered in an informal environment in a straightforward manner with lots of time for Q&A. It will be full of insights, real-world examples and practical techniques. We can help you to gain more customers with less effort, time and expense.

Course Content

Search Engine Marketing (SEM)

- Search engine network stats and user behaviour
- SEO vs. PPC marketing

Search Engine Optimisation (SEO)

- What is Website Optimisation and Why is it Important
- Keyword Research & Competitor Analysis
- Why linking is important
- Free link building techniques
- What to expect from an SEO campaign

Pay Per Click (PPC)

- Definition of PPC and how it works
- The major players, Google Adwords, Facebook, Bing, Yahoo, Price Comparisons
- How their services differ
- Why choosing the right keyword phrases is critical

Social Media Marketing

- Introduction to Social Media Marketing
- Why Social Media Marketing is Important
- Get your website social media ready
- Twitter For Business
- Facebook For Business
- LinkedIn For Business

Affiliate Marketing

- How Does Affiliate Marketing Work?
- Affiliate Marketing Examples
- Pros & Cons of Affiliate Marketing
- Implementation

Email Marketing

- E-Mail Marketing Overview
- Auto Responders
- List Building
- Conversion Optimisation

Getting Started

- Content - understand how customers use, read and experience websites
- The most common website mistakes - how well does your website persuade visitors to do what you want them to do?
- Internet marketing checklist
- In-House vs. Outsourcing
- Q&A Session

Book Your Place - Visit www.webworxtraining.co.uk or Call 0844 8843497