



## Advanced Search Engine Optimisation

This is an advanced workshop designed for those who already know the basics of search engine optimisation and want to move their knowledge to the next level.

It is the ideal "next step" if you are already optimising your own site, or if you're a web designer who wants to learn more advanced solutions.

Susan's workshop materials are constantly updated as the industry shifts and changes, and this workshop will reflect the latest strategies to reflect the evolving search engine marketplace.

You will be provided with a comprehensive set of course notes, articles and reference guides. Following the course, you will have access to Hallam's online library of Advanced SEO Resources.

## Seminar Programme

- Update: what's new in search engine marketing
- Advanced Search Engine Optimisation Strategies
- Innovative techniques for building inbound links
- What about purchasing inbound links
- Jump starting poorly ranking websites
- Practical new keyword analysis tools and techniques
- Don't be afraid of Latent Semantic Indexing
- Latest Google Webmaster Central developments
- Exploiting Web 2.0 and new media marketing
- How to use Blogging as an SEO tool
- Localisation and getting found in Local Search
- Techniques for increasing conversions rates and sales
- Staying out of trouble with search engine

## The Trainer

Susan Hallam is one of the UK's leading Internet marketing trainers and consultants, with more than 20 years experience in the information industry. She is a regular speaker at conferences including Search Engine Strategies, InternetWorld, and the East Midlands eBusiness Club's Web Academy and eBusiness Expo.

### Date

Thursday, 8 November 2007

### Times

09:00 Registration & Coffee  
09:30 – 16:30 Course  
16:30 – 17:00 Informal Q&A

### Venue:

**2 miles from M1 Junction 23**  
Loughborough Innovation Centre  
Epinal Way  
Loughborough  
LE11 3EH

### Fee

£225.00 + VAT

### Included in the fee

Delegate packs, lunch and all refreshments

### How to book your course

Contact Susan  
at Hallam Communications

### Telephone:

0115 933 5640

### Mobile:

07980 212750

### Email:

susan@hallam.biz

### Post:

Holme Lane  
Holme Pierrepont  
Nottingham  
NG12 2LD

### Payment

We will raise an invoice which can be paid either by credit card or by cheque.