



### Learn How to Improve Your Rankings in the Search Engines

If you have the job of increasing the visibility of your website in Google, then we can provide the training and support your need.

This **Intermediate Level** course is in-depth practical **How To Workshop** that will teach you the practical skills and strategies to become a skilled promoter of your website.

- Diagnose your website problems
- Create a plan of action for your website
- Use search engine optimisation tricks and tips to increase your traffic
- Measure the success of your hard work

### Seminar Programme

This isn't a course for beginners: we are assuming that you already have a website, or you may be planning a new website, and that you already understand the basics of how search engines rank pages.

This is going to be a fast paced day, and it includes as much SEO knowledge as you can stuff into your brain!

- Update: the latest news in search on the Internet
- Jump starting poorly performing websites
- Producing keyword rich webpages
- How and when to use keyword analysis tools
- Copywriting perfect webpages
- Understanding Google Page Rank
- Innovative techniques for getting inbound links
- How to use Blogging as an SEO tool
- Your Google Toolbox: Webmaster Central, Local Search & More
- Google Analytics: What to measure, and how to interpret your web statistics
- Staying out of trouble with the search engines
- Researching your competitor's SEO campaigns

You will be provided with a detailed action plan, comprehensive set of course notes, articles and reference guides. Following the course, you will have access to Hallam's password protected online library of SEO support resources

### The Trainer

Susan Hallam 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 Internet conferences including Search Engine Strategies, and Internet World.

### Date

Friday, 22 February 2008

### Who Should Attend

- Website owners who want to obtain high rankings in the search engines
- Web developers who want to deliver search engine friendly design

### 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

£250.00 + VAT

### Included in the fee

Comprehensive delegate packs, lunch and all refreshments

### How to book your place

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

Invoice or Credit Card  
Payment due before attendance