



### DIY Search Engine Optimisation for Small Businesses

This one day workshop is designed to provide small business owners and managers with a complete understanding of how to improve their rankings in Google and the other search engines.

In a single day, and in plain English, Susan will cut through the jargon to deliver practical search engine optimisation information and the latest techniques that can be instantly applied to your website.

Every business regardless of its size is able to take advantage of the opportunities offered by search engine marketing. This workshop will provide you with practical steps you can take to grow your business using search engine optimisation.

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

### Seminar Programme

- Understanding how search engines work
- Seeing your website the way the search engines see it
- Identifying your ideal key phrases
- Crafting simple but perfectly optimised web pages
- Building powerful links from other websites
- Learning why other websites rank as well as they do
- Jump starting poorly performing websites
- Understanding the most important SEO principles
- Clearing up search engine optimisation myths
- 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 eBusiness Club's Web Academy.

#### Date

Thursday 6 September 2007

#### Times

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

#### Venue

Oxford Street  
London W1D 2EU

#### Fee

£255.00 + 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.

*Overall the most informative web course that I have been to. Good practical exercises were a great help.... the day was both stimulating and enjoyable. I have attended many seminars and workshops, and I would put this among the most rewarding .....*