



Search Engine Optimisation (SEO) and Social Media Marketing (SMM) Seminar

Wednesday 22nd July 2009

Venue: Penzance Area – TBC by DPN

We are delighted to be presenting a day of Search Engine Optimisation(SEO) and Social Media Marketing (SMM) for Digital Peninsula Network on 22nd July 2009. This seminar will be presented by Rob Edlin of Niddocks Internet Marketing.

The day will be split in to two sessions:

SEO (Search Engine Optimisation) 9.30am – 12.30pm

The morning session will cover everything that you need to ensure that your site is built to enable the search engines to efficiently read (spider) it, the information provided in this session is relevant to people who look after their own sites and those who outsource this to a web developer. In addition to this, we will focus on the subject of content optimisation and key phrase research to help achieve high rankings in the search engines for the most desirable and most searched for key phrases. The morning session will close with a discussion on link building approaches and how this is important to SEO.

(SMM) Social Media Marketing 1.30pm to 4.30pm

The afternoon session will focus on using Social Media as a means to promote your organisation using paid and non-paid methods. We will cover how different platforms can be used and will focus mainly on Twitter, Facebook and LinkedIn. As has been recently reported, the trend in “real time search” is on the increase and it is important to understand how this can bring people to your website and how you can interact with them. To finish the afternoon session, we’ll be covering how you can advertise on each of the different platforms.

If you wish to attend either or both of these sessions please contact Anita Symons at Digital Peninsula Network for booking information:

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