

Internet Marketing Course for Beginners

The course is ideal for business owners or members of an organisation that are responsible for running their website. The aim of the course is to give delegates the knowledge and resources required to carry out the research necessary to form their own plan to actively market their website and attract more (and relevant) visitors to their website.

Topics covered include:-

- Key phrase research
- Tuning your website
- Search Engine Optimisation
- Directories
- Link Building
- Statistics and Analytics
- Product Feeds
- Competitor Research
- Site Structure

This course is a must for anybody responsible for their website and who want more visitors to the site. With an overview of all of the key techniques required to make a site successful, the course helps people make a real difference to the volume of business received via the web.

The course is presented by Rob Edlin of Niddocks Internet Marketing who has been running this course for over two years. The content of the course is constantly updated in tune with the ever changing world of Internet Marketing.

Date: Thursday 4th December 2008

Venue: Kingsley Village

Time: 9.30am to 4.30pm **Cost:** £195+VAT per

delegate

For more information, to book or to discuss your requirements in more detail, please call **0845 258 1070** or e-mail **info@niddocks.com**

visit **niddocks.com** for more information and
course dates