

## Search Marketing – Organic/Natural (SEO) – Advanced

London: 28<sup>th</sup> June & 6<sup>th</sup> September

Manchester: 29<sup>th</sup> September

Providing you with a structured process to improve your results from SEO, **Dave Chaffey** leads this one-day workshop, reviewing attendees' existing optimisation approaches, analytics and tools against their top-performing competitors and best practice. The small-group format means you'll get the benefit of intensive, hands-on expert advice.

“This course will ensure that you focus on the key areas to make your clients’ content findable and searchable online.”

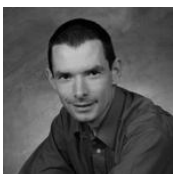
**Tim Tucker – APA Training**

After attending this course, you will be able to:

- Audit your current approach against cutting-edge approaches using a structured process.
- Identify and prioritise the quick wins and longer-term benefits.
- Spot opportunities for improvements through freely available tools such as Google Webmaster tools and Google Analytics, open-source plug-ins and paid services.
- Benchmark competitors to "reverse-engineer" the techniques they are using and determine what you need to do to beat them.
- "Red flag" techniques to avoid which can result in a ranking penalty

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### Trainer – Dave Chaffey



Dave is a specialist Internet marketing trainer, consultant and author, and CEO of Smart Insights. He specialises in helping companies improve their E-communications including digital campaign planning, e-mail marketing, search engine marketing, and web analytics.

He has run training courses on Internet marketing since 1997 for training providers such as the Chartered Institute of Marketing, Institute of Direct Marketing and Econsultancy. In-company training workshop clients include 3M, BP, Eurooffice, Foviance, HBOS, HSBC, Orange, Siebel and Tektronix.

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