

Promoting your website:

“When we first started, how many of us set up a website for their business and didn’t know how to market it effectively”?

This question usually results in quite a show of hands at our workshops and seminars whether we are dealing with large or small companies across the region. If you have found the same problem in your business or you are not sure how to get the best from the Internet then we’ve got just the workshop to help you **improve your Knowledge, Skills and Results**.

You Will Learn how to: -

- ✚ Use search engines to
 - Promote your business
 - Find information on your competitors
 - Find suppliers and potential partners
 - Find information about potential customers

- ✚ Establish your Unique Selling Point (USP) it’s what differentiates you from the rest?
 - What are your competitors doing?
 - What do your customers want?
 - How can you ‘add value’ to your products/services

- ✚ Generate good content for your site
 - Keyword density
 - Using keywords in page text
 - Keywords in Titles
 - Using Header Tags to improve your page
 - Alt Tags and Images

- ✚ Optimise your website to make it ‘search engine friendly’
 - Navigation, content, keywords, description, animation etc



Who should attend?

The programme is aimed at anyone who wants to learn to promote their website and build a viable web presence. We’ll cover the best free and cost effective ways to promote your site and build new markets for your business.

Remember, that however good you are at what you do, there is always another choice and the customer can vote with their feet more easily on the Internet than they would in a person to person scenario. ***If they can’t find you or if your site doesn’t give them ‘added value’, something different they’ll go elsewhere.***

The key to Effective Internet Marketing is “Content - Community – Communication”

If you would like to know more about this programme contact us on

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