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TRAINING SERIES
**SEARCH ENGINE OPTIMIZATION
& MARKETING**

Optimize your website, increase your rankings, maximize your return

LAS VEGAS, NV FEBRUARY 23-24

CHICAGO, IL MARCH 10-11

WASHINGTON, D.C. APRIL 21-22

To register visit www.MarketingPower.com/fsseo
or call 800.AMA.1150.



SEARCH ENGINE OPTIMIZATION & MARKETING:

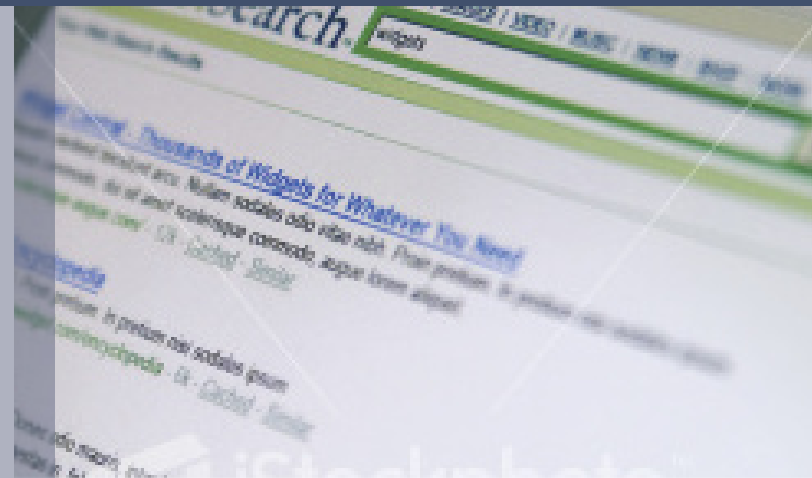
Optimize your website, increase your rankings, maximize your return

AMERICAN MARKETING ASSOCIATION

TRAINING SERIES

LAS VEGAS FEB 23-24 | CHICAGO MAR 10-11 | WASHINGTON, D.C. APR 21-22

Search engine optimization ("SEO") has evolved immensely over the past several years. Are you and your organization keeping up? More importantly, have you fully exhausted the potential that SEO provides? If not, this two-day intensive training is for you. Expert practitioner Stephan Spencer will share the secrets of SEO: what works and what doesn't; what you should be measuring; what tools to use; where trouble looms and untapped potential lies; where search engines and the industry are headed, and much more.



SEARCH ENGINE OPTIMIZATION & MARKETING:

Optimize your website, increase your rankings, maximize your return

Join us for a hands-on, two day workshop on search engine optimization and marketing that covers all the bases. With a live Internet connection, attendee websites will be deconstructed - with attendees playing an active role in diagnosing what ails each site from an SEO standpoint. Such sticky issues as making your database-driven website "search engine friendly" and workarounds for "spider traps" and poor search engine practices will be tackled. Google's secrets will be revealed, including details around PageRank, blended results ("universal search"), indented listings, sitelinks, and more. Case examples from B2C, B2B, nonprofit and higher education will be shared, including the "inside scoop" on what worked and what didn't.

You will walk away with loads of practical, actionable tactics and tips, a number of which are not widely known in the SEO community. For example:

- Minimize duplicate content and keep your site from getting hit by Google's duplicate content filter
- Identify, in unconventional ways, high PageRank-endowed, industry-specific, authoritative links that will increase your position in the search results
- "Take away" a competitor's second indented listing
- Reverse engineer your competitors' backlinks to look for link opportunities for yourself

This workshop is designed with non-technical marketers in mind. But even the Internet-savvy techie will get a lot out of this tailored, intensive workshop. Through interactive presentations and exercises, case examples, and best-practice implementation reviews, participants will leave with a comprehensive understanding of how they can profit from search engines as a marketing channel.

First five paid registrants for each venue who submit their URL (or a competitor's URL if they prefer) to workshop@netconcepts.com will get an interactive, real-time critique of the site's search engine findability during the workshop.

LEARNING OBJECTIVES:

- The changing landscape of SEO and how you can make the most of it as a marketer
- How to rocket past competitors in search rankings
- How to benchmark against your competitors
- What to measure for maximizing the return on your search marketing investment
- How to budget interactive marketing campaigns to include SEO
- How to effectively leverage content, online tools, social networks and social media to create buzz and links

WHO SHOULD ATTEND:

- Sales and marketing executives of any size organization
- Marketing directors responsible for digital or integrated marketing strategy
- Marketing managers in charge of their website, search marketing or online marketing for their organization
- Anyone involved in marketing one or more websites for their company or clients
- Ad agency executives, production staff, and account managers looking for a competitive edge for clients

PRIOR KNOWLEDGE REQUIRED:

Knowledge of computers, basic Internet terminology and a cursory understanding of Internet marketing is desired. A basic understanding of search engines will be helpful, but is not required. This two day workshop offers something for all skill levels, from search marketing "newbies" to advanced search engine marketers.

ABOUT THE INSTRUCTOR:

STEPHAN SPENCER—is the founder and president of Netconcepts, a leading natural search marketing firm which boasts clients such as Discovery Channel, HSN, AOL, SuperPages, and REI. Stephan is an author of the upcoming O'Reilly book *The Art of SEO* with co-authors Rand Fishkin and Jessie Stricchiola, due out this summer. Stephan has spoken at hundreds of Internet conferences around the globe and contributes to Search Engine Land, Multichannel Merchant, MarketingProfs, Practical Ecommerce, DM News, Catalog Success and others. He blogs at StephanSpencer.com.

DAY 1

Morning

OVERVIEW (INTERACTIVE)

- *Attendee Expectations, Goals, Skills to be Acquired over the 2 Day Program*

ANATOMY OF A SEARCH ENGINE

- *Spiders, Indices & Algorithms, Market Share & Trends*

INSIDE THE HEAD OF THE SEARCHER

- *Searcher Behavior & Intent*

HANDS-ON KEYWORD RESEARCH & KEYWORD PORTFOLIO MANAGEMENT

SEO COPYWRITING

- *Optimizing Your Content*

HTML OPTIMIZATION

- *Make Your HTML "Sing"*

LUNCH

Afternoon

SEARCH FRIENDLY SITE ARCHITECTURE, DESIGN, NAVIGATION & INTERNAL HIERARCHICAL LINKING STRUCTURE

TECHNICAL OPTIMIZATION

- *URLs, Redirects, Tracking Parameters, Flash, JavaScript / AJAX and more*

LINK BUILDING

- *Tools & Tactics for Acquiring Valuable, Relevant Links Sustainably*

SOCIAL MEDIA MARKETING

- *Leveraging Online Communities to Create Links & Buzz*

END OF DAY WRAP-UP, KEY LEARNINGS AND INTRO TO DAY 2

DAY 2

Morning

QUICK REVIEW OF DAY 1 MATERIAL

PAID SEARCH FUNDAMENTALS & ACHIEVING SYNERGIES WITH SEO

SEARCH ANALYTICS

- *Metrics that Drive ROI*

TOOLS OF THE TRADE

- *The Essential Tools & Resources for your SEO & Paid Search Toolkit*

LUNCH

Afternoon

VERTICAL SEARCH

- *Local Search, News Search, Product Search, Image Search, Video Search, Blog Search, Mobile Search*

WORST PRACTICES

- *Beyond the "Best Practices" to the Dark Side of "Black Hat" Spam & Other Deadly Mistakes*

SITE CLINIC & INTERACTIVE SITE REVIEWS

- *Apply Your Knowledge by Auditing Fellow Attendees' Websites*

TAKING IT BACK TO THE JOB, HOMEWORK, WRAP-UP AND REVIEW

LOCATIONS

FEBRUARY 23-24

LAS VEGAS, NV
The Westin Casuarina Las Vegas Hotel, Casino & Spa
 160 E. Flamingo Road
 Las Vegas, NV 89109
 Phone: 1 702.836.5900
 Fax: 1 702.836.9776
www.westin.com/lasvegas

MARCH 10-11

CHICAGO, IL
Gleacher Center
 450 N Cityfront Plaza Drive
 Chicago, IL 60611
 Phone: 312.464.8787
 Fax: 312.464.8683
www.gleachercenter.com

APRIL 21-22

WASHINGTON, D.C.
The Westin Washington D.C. City Center
 1400 M Street NW
 Washington, D.C. 20005
 Phone: 1 202.429.1700
 Fax: 1 202.785.0786
www.westinwashingtondcccycitycenter.com

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MEMBER	\$1475
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EARLY REGISTRATION DEADLINES*

LAS VEGAS	JANUARY 23
CHICAGO	FEBRUARY 10
WASHINGTON, D.C.	MARCH 21

** Please add an additional \$100 to price after early registration deadline(s).*

TO REGISTER VISIT

www.MarketingPower.com/tsseo or call 800.AMA.1150.