



Search Engine Optimization and Marketing: *Optimize Your Website, Increase Your Rankings, Maximize Your Return*

Philadelphia, PA, August 24-25

Chicago, IL, Nov 4-5

Training Series

MarketingPower.com/SEO • 800.AMA.1150

Save up to \$200 when you register early!

Visit the website for full details.

Take-aways

- Learn how to make your database-driven website “search engine friendly,” work-arounds for “spider traps” and poor search engine practices
- Measurements for maximizing the return on your search marketing investment
- How to effectively leverage content, online tools, social networks and social media to create buzz
- Identify, in unconventional ways, high PageRank-endowed, industry-specific, authoritative links that will increase your position in the search results
- Learn to reverse engineer your competitors’ backlinks to look for link opportunities for yourself
- **BONUS!** The first five registrants for each venue who submit their URL to SEOWorkshop@netconcepts.com will get an interactive, real-time critique of the site’s search engine findability during the workshop.

Search engine optimization (SEO) has evolved immensely over the past several years. Are you and your organization keeping up? Have you fully exhausted the potential that SEO provides? If not, this two-day intensive training is for you! Explore how to use the targeted, low cost and high return marketing channel known as “natural” or “organic” search—i.e. the unpaid search results of Google and the other major engines. SEO is the ultimate weapon in the web marketer’s promotional arsenal.

Join us for a comprehensive two-day workshop on search engine optimization and marketing. 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. You will tackle issues such as making your database-driven website search engine friendly, and work-arounds for “spider traps” and poor search engine practices. Dig into Google’s secrets, including details around PageRank, blended results (“universal search”), indented listings, sitelinks, and more. Stephan Spencer will share case examples from B2C, B2B, nonprofit and higher education, including the “inside scoop” on what worked and what didn’t.

Stephan Spencer, Founder, President and CEO of Netconcepts, LLC

Founded in 1995, Netconcepts has become one of the leading voices for search engine-ready ecommerce. Clients include Home Shopping Network, AOL, Verizon SuperPages.com, Discovery Channel and REI.

Mr. Spencer’s publishing credits include co-authoring *The Art of SEO* with Rand Fishkin, Eric Enge and Jessie Stricchiola, due out in 2009. He is a Senior Contributor to MarketingProfs.com, Practical eCommerce and more.

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Day 1

Overview (Interactive)

- Expectations, goals and skills to be acquired over the two-day program
- Anatomy of a search engine—spiders, indices and algorithms, market share, trends
- Inside the head of the searcher: behavior and intent
- Hands-on keyword research and keyword portfolio management
- SEO copywriting—optimizing your content
- HTML optimization—make your HTML “sing”

Search Friendly Site Architecture, Design, Navigation and Internal Hierarchical Linking Structures

- Technical optimization—URLs, redirects, tracking parameters, flash, Javascript/Ajax and more
- Link building—tools and tactics for acquiring valuable, relevant links sustainably
- Social media marketing—leveraging online communities to create links and buzz

End of Day Wrap-Up, Key Learnings and Intro to Day 2

Day 2

Paid Search Fundamentals and Achieving Synergies with SEO

- Search analytics—metrics that drive ROI

Tools of the Trade

- The essential tools and resources for your SEO and paid search toolkit

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 and other deadly mistakes

Site Clinic and Interactive Site Reviews

- Apply your knowledge by auditing fellow attendees’ websites

Taking it Back to the Job, Homework, Wrap-Up and Review