

# Online Article Marketing - 1/2 Day Workshop

## Course Overview

Article marketing can result in a substantial increase in your online traffic. Not only does article marketing aid in boosting your search engine marketing initiatives, it also increases your credibility as a subject matter expert.

Attend this morning workshop and learn how to leverage this powerful technique to bring more customers to your site, increase conversions, and get quality links to your website.

## What Will Be Covered?

- What is Article Marketing
- Benefits of Article Marketing for you as an individual and for your business
- The SEO (Search Engine Optimisation) benefits of Article Marketing
- How to establish credibility and drive traffic back to your Web site using article submissions tools.
- How to generate ongoing, fresh ideas for your articles.
- How to write your articles correctly for online. Length, format and style of writing.
- Coming up with the right titles.
- Creating a powerful Author Bio that sells and delivers credibility simultaneously.
- What NOT to do in online

article marketing.

- Monitoring the success and performance of your article marketing efforts.

Book Online Now!

Course Duration:

Half Day Course (Morning)

Course Fee:

R950 plus VAT

Fee Includes:

Internet Marketing Toolkit

Tea, Coffee, Pastries & Refreshments

Attendance Certificate

[View references & testimonials from previous delegates here.](#)

