

3-Day Internet Marketing Workshop

Course Overview

This 3-day programme will enable you to acquire the necessary skills of an Internet Marketing specialist by discovering the trends, tips and techniques of Search Engine Optimisation (SEO), Google AdWords, Web PR, Online Copywriting and Social Media Marketing Strategies.

Day 1: SEO Techniques

Understand the core principles of Search Engine Optimisation and how to implement good website structures, increase popularity and remain trustworthy and credible while avoiding black hat techniques that could drop your listings or get you blacklisted from Search Engines.

Day 2: Google AdWords Techniques

This course led by a Qualified Google Advertising Professional will show you how to effectively research, set up, manage and optimise your AdWords campaigns to gain a competitive online advantage. If you want to increase the quality and quantity of visitors to your website fast or if you simply want to increase the visibility of your website, then search engine advertising programmes such as Google AdWords should be an essential part of your internet marketing strategy. No matter what the size of your company is, if you have a website then you should be attending this practical hands-on course.

Day 3: Web PR & Online Copywriting

This course will teach you the fundamental principles of web PR, SEO and online copywriting, online reputation management, article marketing, social media optimisation and how to write for online articles and press releases for RSS feeds and content syndication.

Book Online Now!

Course Duration:

3 Day Course

Cape Town

Course Fee:

R4 680 plus VAT

Fee Includes:

Internet Marketing Toolkit

Tea, Coffee, Pastries & Refreshment, Lunch

Attendance Certificate

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