
References

Search Engine Marketing:

“Fantastic!!

I will definitely be coming to the writing for the web course ASAP” 5/5 Rating. (Camilla Patten, Marketing & Communications Manager, bidorbuy.)

“I

really appreciated the content. Up to now I’ve elt that information available is very bitty and scattered. This puts everything together in a cohesive structure and makes a lot of sense to me now.” 5/5 Rating. (Louise Coetzee, Information Services Manager, IHS SA)

“Thanks.

Really enjoyed it. Lot’s to take home.” 5/5 Rating. (Melt du Plooy, SEO Consultant, Longtail.)

“Very

good course. Puts you in the right direction. Very keen to do more courses.” 5/5 Rating. (Lauren Muir, Marketing Manager, IIR SA)

“A

great course and very well presented.” 4/5 Rating. (Daniel Gray, Web Developer, Catgraphics)

SEO Techniques:

“I think you are doing a great job. The course cleared

up a lot of questions I have and also gave me lots more to think about. It has even made me aware of my fascination and interest in online marketing. Thank you very much and I look forward to learning more from you as I develop and spend time in the industry.” 5/5 Rating.

(Taryn King, Marketing Manager, Pnet.)

“I really like teh extra material given as a guide

since having done a previous course in SEO and not having anything to work from”.

4/5 Rating. (Brent Simpson, Developer/Director, Artifact Online)

“There is a lot of information out there to digest,

but this course contextualised the SEO information very well”. 5/5 Rating. (Matthew van der Walk, Copywriter, Proximity#ttp)

“Thanks. I really enjoyed the course a lot”. 5/5 Rating. (Toni Hughes, Art Director, Proximity#ttp)

“Thanks
Gillian, I found this course so helpful! More and more pieces are falling into place and I feel like I now have so many more relevant guidelines to follow as opposed to the ‘shot in the dark’ approach.” 5/5 Rating. (Camilla Patten, Marketing & Communications Manager, bidorbuy.)

Web PR & Online
Copywriting:

“Again,
a wonderful experience and am looking forward to the rest of the course.” 5/5 Rating. (Taryn King, Marketing Manager, Pnet.)

“Thanks for a very interesting course –
especially as I realise how much I have to learn.” 4/5 Rating. (Paula Marais, Director, Logogog.)

“I enjoyed learning about
how to make copy usable for people and search engines and also enjoyed understanding better how search engine spiders work and how important it is to update your content, how to get links and research keywords”. 5/5 Rating. (Adrienne Brookbank, SEO Copywriter, Unibit Solutions).

“I mostly enjoyed learning
more about the web empowered consumer. Thanks, I will recommend this course to others.” Rating 5/5. (Bronwyn Lee, Programming Editor, God TV)

“I thoroughly enjoyed
learning about Article Marketing. Thank you for a very informative course.”
Rating 4/5. (Lindy Upson, Managing Director, Artifact Online)

Email Marketing
Strategies:

“Thank
you for a very informative and interesting course” 5/5 Rating. (Tammany Spiess, Marketing Assistance, Angor Property)

“Thanks Gillian for a really informative course” 5/5 Rating. (Lynne Jordaan, Marketing Manager, Angor Property)

“I really liked teh examples that you gave of what a

good and bad email campaign looks like. Very helpful”;. 4/5 Rating. (Petrus Smith, Account Executive, God TV)

”Very informative and valuable information. Thank you for a great course”;. 5/5 Rating. (Zaheera Seedat, Brand & Advertising Manager, Zurich Insurance)

”Very informative. We have a lot to think about now before embarking on our project”;. 4/5 Rating. (Gaynor Holshausen, Communications Manager, Zurich Insurance)