

Why be brilliant at search engine marketing?

More than half of the visitors to high growth websites get there through search engines. Search engines such as Google, Bing and Yahoo, and online directories such as Ananzi, steer customers looking for solutions to websites that provide those solutions. If you do not appear in the top five to ten search results rankings, you don't exist. If you do appear, but nobody clicks to visit your site, you have blown a major opportunity. And if someone clicks to your site and fails to transact with you, you may never see them again.

Britefire's Search Engine Marketing course provides an up-to-date and thorough insight into search engine optimisation (SEO) and contextual search advertising (e.g. Google's pay-per-click ads). But the course goes way beyond these tactics. SEM is the set of strategies and techniques that increase your visibility on search engine results pages, increase the click-through rates to your site, and maximise your conversion of visitors to customers. This course will teach you the skills to do that, and a lot more.

Any business with an online presence has to have a search engine marketing strategy, and the skills and processes to implement it. If potential customers don't find you on search engines, they will find your competitors.

It's a noisy marketplace. At last count, there were more than 20 billion web pages in which your website can get lost. In South Africa, ten people out of every hundred have web access, and they account for a significant chunk of purchasing power. Worldwide, there are more than one billion active online consumers, and last year they spent R42 trillion. Search Engine Marketing is not only for ecommerce companies, it is a vital part of the marketing strategy of any offline business as well.

Many organisations opt to outsource SEM to specialists. Outsourcing SEM is very different from abdicating it. But if you don't understand SEM, then you will not be able to select or manage an external specialist critically.

The SEM landscape changes constantly, as do the algorithms used by the engines and directories. Staying current is critical if you want to maintain the high rankings you work so hard to attain. SEM is not easy, but it's not rocket science either. If you have an emarketing responsibility, you simply have to 'get it'.

Britefire's Search Engine Marketing course will give you the skills, methods, and insights to maximise your exposure, pump up your click through rate, and increase your conversion rates.

Why should I attend?

To succeed online you need more than just a great looking website with state-of-the-art functionality. You need to be seen. Britefire's Search Engine Marketing course provides you with the insight and tools to use search engines to drive visitors to your site, and to turn visitors into customers.

You will discover the secrets of search engine optimisation (SEO) - how to structure your site's layout, coding and content to help it score high in search rankings.

You will understand how to effectively use low-cost pay-per-click contextual advertising, triggered by searchers, that will drive qualified traffic to your site. You will understand and develop linking strategies that get other sites to boost your search rankings. You'll find out how to exploit social media such as blogs and social networks to further improve your search rankings.

You will learn how to test and continually improve your selection of search terms, the wording, positioning and timing of your ads, and the quality of their landing pages and conversion funnels. You will become familiar with the analytical tools that help you make smart search marketing decisions.

And you'll learn how to pull all of these elements together into a manageable effective search marketing strategy.

FEE: R2,600 including VAT (incl lunch and breaks)
Ask us about Group Discounts.

DURATION: 1 day

VENUES: In Cape Town we use Sea Point or Waterfront area hotels and in Johannesburg, Sandton or Midrand hotels.

DATES: See our website (www.britefire.co.za) for latest dates

Who should attend?

This course is a must for anyone who makes tactical or strategic marketing decisions about online initiatives, or has to interact with those who do, including:

- online strategists
- marketing managers, product managers
- new product development people
- advertising and marketing services agency personnel
- website developers, information architects, and creative personnel
- e-commerce and e-marketing personnel

Well-illustrated insights into today's hot issues such as web 2.0 and social media are woven into the core topics. The course gives you the know-how, skills, confidence, and comprehensive web savvy that you need to pump up your site's visibility and its ability to build customers!

Course Leader

The course is led by Godfrey Parkin, whose recent book *Doing Business Digitally* has taken South Africa by storm.

A twenty-year veteran of the European and US internet marketing industry, he previously ran the global business services operations of market research giant A.C. Nielsen. He has run several successful pioneering businesses in the digital space; he authored the popular e-book *Web Savvy*; and he created North America's best-selling enterprise-wide elearning series *E-biz Insights*.

Godfrey has advised many global organisations ranging from giants like American Express, Honda, Nestlé, Credit Suisse, Cisco Systems and the Georgia Institute of Technology, to large consulting firms and small start-ups. He helps companies to develop brands and implement strategies for global online markets, often overseeing the entire process from concept through launch to ongoing market development.

He is an active participant in the International Society for Performance Improvement, and manages several online social networks, including the E-learning Forum of the American Society for Training and Development. He speaks at conferences around the world, and contributes to several journals, newsgroups and blogs.

Detailed Course Contents

Why Search Matters

- Importance to traffic generation
- Why ranking matters
- Eye-tracking studies and search depth

Search Engines and How They Operate

- Popularity and Relevance
- Information search engines can trust
- The Anatomy of a hyperLink
- Keywords & Queries
- Paid Placement and secondary sources in the results
- Search engine landscape (who is who, and who owns what)
- Search engines vs directories
- What affects ranking?
- Untangling the algorithms
- Search engines and relevancy
- Key directories & search engines
 - SA
 - US
 - Europe
 - China

Search Engine Marketing

- Search engine basics
- Natural and paid listings
- Developing a strategy
- Search spamming
- Keyword research
- Exploiting long tail search terms
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Search Engine Optimisation (SEO) Campaign

- 10 steps to SEO your site
- SEO requirements gathering

Crafting Your Site

- Creating effective titles and metatags
- Page descriptions that invite action
- Analysing your competition
- Site Architecture
- 10 checks to see if your site is SE friendly
- Common obstacles to search indexing
- Writing text for SEO
- Dynamic content
- Using graphics to advantage
- Overcoming Flash and JavaScript problems
- Frames and tables
- Providing a valid site map
- Duplicate content
- 301 redirects
- Search engine and directory submission

Reporting and Analysis

- SEO reporting and conversions
- Measuring SEO ROI

Linking Strategies

- Link popularity
- Internal linking strategies
- Inbound linking strategies
- Policies and precautions
 - Link farms

Paid Inclusion

- What it is
- When to use it

Pay Per Click

- Pay Per Click contextual advertising
- Elements of a PPC campaign
- Google AdWords
- Setting up an AdWords account
- Yahoo! Search Marketing
- Setting up a Yahoo! Sponsored Search account
- Tools for keyword selection
- Bidding strategies for keywords
- What you really pay per click
- Building effective PPC ads

- Geo-targeting
- Designing landing pages that convert
- A/B split testing
- Click fraud
- PPC conversion & ROI metrics
- Black hat - white hat
- How to select a SEM partner

Register Now!

You can register in a number of ways:

Register online at our website
www.britefire.co.za

Or download the form and e-mail it to us at
registration@britefire.com

Or fill in the registration form below and
fax it to 086-693 3575 or

or phone us on 021-790 0303 and we'll take your
details

A registration form is attached to this Info Sheet
and is also available on our website.

What will I learn?

You will leave this course not only with a great understanding of how search engine marketing, search engine optimisation, pay-per-click and linking strategies work, but also with a practical ability to create and implement your own SEM strategies and tactics.

What is more you will be equipped with an arsenal of best practices, inspiring and enlightening examples, and guidelines for staying in tune with developments in the future. You will learn:

- how to structure your site's layout, coding and content to help it score high in search rankings
- how to research and choose the best keywords for your site
- how to register with the directories that drive search engine listings
- how to effectively use low-cost pay-per-click contextual advertising to drive qualified traffic to your site
- how to develop linking strategies that get other sites to boost your search rankings
- how to exploit social media such as blogs to further improve your search rankings
- how to test and continually improve the effectiveness of your SEM tactics
- how to use analytical tools to make smart search marketing decisions
- how to create an effective search marketing strategy for your site

And you'll be totally psyched to take charge of your own search engine marketing initiatives!



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REGISTRATION FORM

Complete this form and Fax to 086-693 3575 or E-mail to registration@britefire.com

PARTICIPANT DETAILS

First Name: _____ Surname: _____
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Phone Number: _____ Cell Phone: _____
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Address: _____
Address: _____
City: _____ Postal Code: _____

COURSE OR SEMINAR DETAILS

Please register me for the following training event:

Name of course or seminar: _____
Location: _____
Date of the event: _____
Cost: _____

PAYMENT DETAILS

My preferred payment method is (check one): Internet Transfer (invoice me)
 Cheque (invoice me)
 Credit Card (details are below)

We accept Visa and MasterCard. If making payment by credit card, please provide the following details:

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Payment for course or seminar attendance is due *in advance* of the event. All amounts include VAT.
Britefire_RegistrationForm Vers Date: 22/12/2009