



**Simply Clicks presents:**

## **An Intensive Training Course on Search Engine Marketing**

### **The Search Marketing Battle**

A new front has emerged in the battle to attract the consumer. With 60% of UK households now connected to the Internet. And with broadband penetration approaching 50%, the Internet is finally taking off as the preferred method of shopping for a vast swathe of consumers. But how do you get your expensively crafted website in front of these consumers? The battle is partly about branding and service. But it is crucially about search marketing. The critical issue is now the battle for positioning on the search engine rankings. Top of page 1 and your traffic flows. Below page 3 and your **brand** and **website** are effectively invisible to the vast Internet audience. Once, you had to pay the print and electronic media to get your brand in front of consumers. Then you had to pay retailers to access display. Now you have to pay the search engines to show your wares and generate clicks. The search market is expanding and evolving rapidly. It is now the most important way to attract targeted customers to your website. If you are a commercial enterprise, search is a medium that you just cannot ignore.

### **The Benefits of Attending the Course**

The Simply Clicks training course is an intensive master class in preparing your business to exploit and defend its position in this rapidly expanding and critically important market place. During the course, live searches and real time case studies will be used.

Following your attendance you will have a comprehensive understanding of the search engine market place. You will also be equipped to:

- **Write a search engine marketing strategy**
- **Make improvements to your organic search engine performance**
- **Create and manage an effective pay per click advertising campaign**
- **Analyse and exploit weaknesses in your competitors' online strategies**

As a result, you will be able to immediately generate a more effective online marketing presence for your organisation.

### **Who this course is for**

The course is designed for both marketing and Internet practitioners. A reasonable level of computer and Internet literacy is assumed. Various levels of ability can be accommodated within small groups. An industry specific briefing will be undertaken if advised in advance. If a more strategic briefing is required at marketing director or CEO level, do please ask. We will of course accommodate your requirements.

### **Course delivery and costs**

The course is designed as a one-day intensive session. The preferred location for delivery is onsite at your premises. The course can be arranged at external locations where additional expenses may be incurred. You are welcome to book these venues directly. You will need a modern, broadband connected pc. Underpowered PCs or poor Internet connections will reduce the effectiveness of the course. The cost for one to one tuition is £500. Two to one tuition £750. Three to one tuition £1,000. Please ask for a quote for larger classes. Payment terms are in advance.

David Burdon 1<sup>st</sup> June 2005



## **Search Engine Marketing - Course Programme**

### **Part 1. Background**

- **Search Engine Marketing – An overview**
  - The Internet as the new TV – Search the new ad break
  - The ultimate “Permission” marketing tool
  - Why your organisation needs to optimise its website
  - Why your organisation needs a pay per click campaign
  
- **The crowded web**
  - Growth of sites
  - Growth of search
  - The clutter
  - The rise of blogs and forums
  - Asymmetric distribution of traffic
  
- **The development of Internet marketing**
  - Ad-serving
  - E-mail
  - Directories
  - Off line activities
  - Spam and pop-up blocking
  
- **The rise of search marketing**
- **The emergence of sponsored links**
- **Search v URL**
  
- **Structuring your search engine marketing strategy**
  - Understanding your market category
  - Your competitive advantage
  - Your competitors strengths and weaknesses
  - Key search terms
  - Alignment and synthesis
  - The respective roles of organic and “paid for” search
  - The Search Strategic Quadrant



## Part 2. Organic Search Specifics

- How the “spider” reads
  - What the spider reads
  - Looking for the spiders
  - Checking their trail
  - Navigation
  
- Site submission
  - Google
  - MSN
  - DMOZ
  - Others
  
- **Meta Tags**
  - Site titles
  - Site description
  - Keywords
  - Content and Keyword density
  
- Google page rank
  
- Site linking
  - Internal
  - Inbound (Backward links)
  - Outbound (Forward links)
  - Link farms
  - Web rings
  - Blogs and forums
  
- **Site Optimisation**
  - The basics
  - Keyword research
  - Keyword density
  - Linking
    - Quality versus quantity
    - Location
  - Website software issues
  - Reading competitor sites
  - The limitations of optimisation
  - Design aesthetics vs. search functionality
  - Copy coherence versus keyword density
  - Illicit and spamming techniques
    - Cloaking
    - Keyword stuffing
    - Doorway sites
    - Throwing away sites
  - Quick fixes
  - Free resources and other useful information



## Part 3. Pay Per Click Specifics

- **Pay per click advantages and disadvantages**
- **Google Adwords vs. Overture**
  - Relative strengths and weaknesses
    - Volumes, prices and competition
    - Research and planning
    - Bidding
    - Reporting
  - Origins
  - Marketing uses
  - ISP links and affiliates
  - Other pay per click providers
- **Understanding the pay per click market**
  - The online buying/shopping process
  - The online buyer/shopper
  - Understanding your category and your business
  - Understanding your competitors
- **Keywords and search terms**
  - Keyword performance
  - Selecting search terms
  - Generic vs. Specific terms
  - Single vs. multiple keyword use
  - Researching competitors
- **Search term titles and descriptions**
  - Writing search term titles
  - Writing search term descriptions
  - Individual vs. generic techniques
- **Prices and ranking**
  - Understanding the pricing mechanism
  - Understanding bidding
  - Ranking and page location
  - Competitive activity
- **Managing your campaign**
  - Strategies and budgets
  - Monitoring results
  - Analysing and interpreting results
  - Passive vs. active approaches
  - Human vs. automated approaches
  - Software solutions
- **Competitive bid strategies**
  - Attritional, Slip streaming, Value surfing
  - Narrow versus broad searches
  - Outflanking competitors
  - Amending and improving results

# Simply Clicks

Cost effective search marketing



## Part 4. Search Marketing Campaigning

- Integrating organic and pay per click search marketing
- Integrating search marketing with your wider internet activity
- Integrating internet activity with your offline marketing activity
- Successful live case studies
- Working with a specialist agent or going it alone?
- Next steps

Advertisement from Marketing Week 2<sup>nd</sup> December 2004

# Simply Clicks

## Google & Overture Training

Between them, **Google** and **Yahoo** now have a market capitalisation close to **\$100 billion**. Why? Because the financial markets have seen the potential for **search** based marketing. What is the hottest part of the search market? The "**pay per click**" operations of **Google** and the **Overture** subsidiary of **Yahoo**. So far this year, the UK market for pay per click advertising has **doubled in size**. Why? Because pay per click demonstrates the best **return on investment** for online **advertisers**.

As a marketing **professional**, are you on top of the search marketing scene? If you are, get the latest practical advice. If you aren't, get **learning** – fast!

**Simply Clicks** is a **specialist** internet search marketing business that is running a series of up to the minute courses covering the **Google** and **Overture** search marketing systems. One day onsite courses start from as little as **£300** per person. Whether you operate on the **client** or **agency** side, can you afford to get left behind?

For a course **prospectus** or to make a **booking** go to:  
[www.simplyclicks.com/193001/index.html](http://www.simplyclicks.com/193001/index.html) or e-mail:  
[training@simplyclicks.com](mailto:training@simplyclicks.com)

*Simply Clicks — Cost Effective Search Marketing*

## About Simply Clicks

Simply Clicks has evolved a flexible a highly cost effective model for delivering targeted traffic to company websites. The model combines up to date knowledge of the UK search market with a critical understanding of competitive marketing environments.

Simply Clicks is led by David Burdon. David is an MBA qualified marketing director with extensive experience of working with leading multinationals. He has wide experience of the travel industry - the Internet's fastest growing market place – where he served as a plc director of Cosmosair. He is also a former managing director of Planit Online. He has worked alongside key Internet brands such as Lastminute.com and the First Resort. He also created one of the leading "accommodation only" Internet brands – [www.somewhere2stay.com](http://www.somewhere2stay.com). He has spoken on Internet marketing issues at conferences and seminars hosted by Eye4travel, The Travel Technology Initiative (TTI) and the Chartered Institute of Marketing. He is the European representative of San Francisco based advertising agency, vSente. David is also a member of the MBA teaching faculty of Madrid based IEDE.

**Simply Clicks – UK Search Engine Marketing Specialist**

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**Simply Clicks**

*Cost effective search marketing*



If you are interested in attending the Simply Clicks search marketing course, please fill in and e-mail this sheet to [training@simplyclicks.com](mailto:training@simplyclicks.com) . Otherwise just fill in and send your basic details from the Training Course page at [www.simplyclicks.com/Training.html](http://www.simplyclicks.com/Training.html).

## Training Course – Delegate Information

First Name \_\_\_\_\_

Surname \_\_\_\_\_

Company \_\_\_\_\_

Number of delegates from this company \_\_\_\_\_

Position \_\_\_\_\_

Describe your role (Optional) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

E-mail Address \_\_\_\_\_

Telephone number \_\_\_\_\_

Mobile number \_\_\_\_\_

Internet Marketing Priorities (Optional) \_\_\_\_\_

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Preferred dates 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

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