

DEVELOP AN
INTERNATIONAL SEARCH
ENGINE STRATEGY

CREATE A STRONG
PRESENCE FOR YOUR
COMPANY IN THE
GLOBAL SEARCH
ENGINES

INCREASE THE QUANTITY
AND QUALITY OF SALES
ENQUIRIES FROM
OVERSEAS CUSTOMERS

IDENTIFY AND MARKET
TO NEW GLOBAL
MARKETS AND MARKET
SECTORS

| BE FOUND ONLINE |

INTERNATIONAL SEARCH ENGINE
STRATEGY WORKSHOP

Training provided by



DEVELOPING AND IMPLEMENTING AN EFFECTIVE INTERNATIONAL SEARCH ENGINE STRATEGY

Websites have become a permanent feature for every company since they first appeared on the marketers radar in 1995. Search engines, helping surfers find relevant web content, have been around even longer; Yahoo Launched in 1994, that's 20 years ago!

While websites have become more and more sophisticated and internet has exploded to around 1.57 billion pages, the understanding of how search engines help potential customers find your website is still seen as a black art.

In this two day training course, you will discover how the experts plan and execute an effective, ongoing International search engine campaign.



SPEAK TO THE TEAM

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WHY ATTEND THIS TRAINING COURSE?

If you are a UK exporter, your website can be the most cost effective global marketing tool. Websites have a global reach and can tell your story, promote your brand, your products and services 24x7.

Regardless of how successful your website is right now, taking a strategic approach (Think Plan Execute Evaluate) will improve the global performance of your website.

THE SEO STRATEGY

2 DAY WORKSHOP

Lunch and parking included.

PRICE

Member Price: £790+VAT

Non-member Price: £950+VAT

UPCOMING DATES

Day 1: 31/03/2016
Day 2: 13/05/2016

Day 1: 05/10/2016
Day 2: 02/11/2016



FREQUENTLY ASKED QUESTIONS

How much money will you save? Most SEO services start at £300 per month, so in 12 month the cost will be £3600, a saving of £2810 with no ongoing costs!

Why should I manage SEO in-house? You have more control over the management of your web presence and it will be easier to integrate into your other marketing activities. Its also an opportunity to up-skill staff, making them feel more valued and adding value to the company with better trained staff.

How long do I need to devote to this? Apart from the two days training, you should ideally set aside half a day every week, with a minimum of half a day every month.

Who should attend the training? The person that updates your website is the ideal person to attend, e.g. marketing manager, business development manager or administrator.

South Yorkshire International Trade Centre sponsored by



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