



Internet Marketing Training Courses from Enable UK.

Covering all the hot topics contained within our series of Internet Marketing Ebooks but taught in a classroom environment with opportunities for practical exercises, questions and feedback, our one-day Internet Marketing Training Courses are available at venues across the UK.

If you have a preference for hands-on learning, these one-day intensive seminars are ideal for you.

To find course dates at a venue near you, click here – visit:  
[http://www.enable-uk.co.uk/html/request\\_course\\_dates.html](http://www.enable-uk.co.uk/html/request_course_dates.html)

Prepare for an intense and enlightening educational opportunity that will leave you well armed to launch a highly effective online advertising campaign for your business.

Topics covered include:

The General Principles of Internet Marketing:

What advertising options are available on the Internet, and which work best for your business type.

- Adverts on third-party / specialist web sites
- Banner advertising
- Bulk emailing
- Pop-up ads (or pop-under ads)
- Viral marketing
- Web site
- Search engine optimisation
- Pay-per-click advertising
- Emailing of pre-qualified enquiries

Start at the Beginning:

Putting together a highly effective web site that achieves optimum “organic” search engine listings.

- Domain names.
- Hosting.
- Design.
- Choosing keywords and phrases.
- Write key phrase rich text that sells.
- Create key phrase rich Title tags.
- Create key phrase rich Meta tags.
- Linking Strategies.
- Careful Submitting.
- Be Patient.

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#### Writing Text That Sells:

Now you've got visitors to your web site, you need to convince them to buy from you.

- Know your customer.
- Write for your customer
- Make it easy on the eye
- Magnetic Words
- Appeal to the subconscious
- Benefits, Benefits, Benefits
- Have a Unique Selling Point
- Credibility
- The Art of Persuasion
- Call to Action

#### Building Online Relationships:

Establishing trust and credibility with your new online visitors.

- Getting them to return
- Email Harvesting
- Databases and Automation
- Newsletters
- Becoming an Expert
- Awards and Associations
- Offline Promotion - Events and Press Releases

#### Maximising Your Pay Per Click Campaign:

Pay Per Click advertising is fast, efficient and effective. Learn how to make a fortune without spending one.

- Selecting your Keywords
- Writing Your Advert
- When to Display Your Advert
- Destination URLs
- Managing Your PPC Campaign
- Tracking Your Return on Investment

#### Measuring Success:

You can't improve what you can't measure. All you need to know about:

- Why you need to Measure your advertising?
- Measuring Online advertising.
- Making Sense of your Web Stats.
- Pay Per Click Advertising.
- Using Software.
- Return on Investment Rules!

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