



LEARN HOW TO ACHIEVE HIGHER SEARCH RANKINGS

Generate More Revenue through Highly Targeted Search Engine Traffic

Higher rankings in major search engines

such as **Google**, **Yahoo!** and **MSN** lead to more revenue for your business. Getting to the top and staying there requires a well-planned strategy executed over time.

If you prefer to keep your Search Engine Marketing (SEM) efforts in-house, let our qualified SEM professionals train your staff.

- **Company-Sponsored Training**

Specific, hands-on training for employees needing customized attention. These are not generic lessons. Instead, the examples and exercises are tailored to your company, competitors and industry. Sessions can be held over the phone, at your site, or at our Raleigh, NC headquarters.

- **Open-Enrollment Classes**

These sessions are open to the public and held at our Raleigh, NC headquarters or other locations throughout the U.S. Examples and exercises are pulled from registrant companies to provide a cross-industry perspective.

- **Keynote Speech**

Perfect for conferences or meetings where you'd like a comprehensive overview of SEM. Can be customized to a specific topic or industry.

Testimonials

"Larry's presentation was incredibly popular. In fact, we sold out, and the energy in the room stayed high throughout his presentation. It was clear that the audience was getting what it hoped for, which was a good introduction to this very important topic." -Jim Tobin, President, American Marketing Association Triangle Chapter

"After the training, I was able to make immediate changes to our web site which resulted in the highest number of visitors to our site ever. This class has already paid for itself. Highly recommended!" - Mark Castle, Webmaster, Carbis, Inc.



About the SEO Speaker

Larry Weaver has over 10 years experience designing web sites that achieve high organic search engine rankings.

Publications such as the *Wall Street Journal* and *Inc. Magazine* have quoted his insights into web design and search engine optimization.

An experienced public speaker, Larry imbues his training with humor and warmth. He has spoken in 36 states and appeared as a guest on over 100 radio shows.

He specializes in **Search Engine Optimization** (SEO) and **Pay-per-click** (PPC) campaigns through Google Adwords and Yahoo! Search Marketing (formerly Overture).

A proud graduate of the University of North Carolina, Larry helps clients build, improve and promote their web presence. Satisfied clients include software companies, interior designers, television shows, real estate agents and entertainment agencies – just to name a few.

Inquire Online at www.larryweaver.com or Call us Today!
919-816-2884 or email larry@larryweaver.com



Search Engine Marketing Training Course: The Fundamentals of Search Engine Marketing

This class covers the basics of Search Engine Marketing (SEM), including **keyword research, content optimization**, and starting a **pay-per-click** campaign. The majority of the class focuses on **Search Engine Optimization (SEO)** – techniques to help you achieve higher rankings in the search engine's organic (non-paid) listings.

You will learn the core fundamentals that have worked for the past 10 years and still work today. We'll discuss a lot of techniques you may have heard about, and why it is unwise to try and trick the search engines.

We will give you the knowledge and tools to go out and make changes right away.

What You Will Learn

- How to uncover which search terms visitors are using to find sites such as yours
- How to avoid traps that can hinder your site's rankings
- How to rewrite page titles, headers and content to increase rankings
- SEO techniques to avoid
- How to measure your results

Who Should Attend?

This beginning class is perfect for anyone with no exposure to SEM, or for someone who has done research on the Net, but isn't sure what to believe or where to begin.

- **Managers** who supervise a web or marketing team will benefit greatly from the knowledge learned.
- **Web developers** will expand their skill set and add new tools to their arsenal.
- **Job Seekers** looking to become more competitive will benefit from an exposure to this in-demand knowledge.

Introduction to SEM

- Defining SEM, SEO, PPC, Usability
- The top search engines and their relationships
- How search engines work
- Submitting your site

Targeting the Right Keywords

- Uncovering the right keywords
- The conversion cycle
- Overview of available tools
- **Hands-On Workshop: Wordtracker**

Optimizing your Content

- What a spider sees
- Writing for search engines
- Creating new content
- **Hands-On Workshop: Writing Titles and Descriptions**

Avoiding SEO Pitfalls

- Understanding Spider Traps
- Avoiding Spam
- Using Site Maps

Building Link Popularity

- Quality vs. Quantity
- Link popularity check
- **Hands-On Workshop: Identifying Good Sources of Links**

Measuring Your Results (ROI)

- Defining Your Site's Goals
- Baseline Reporting
- **Hands-On Workshop: WebPosition**

Starting a PPC Campaign

- Google vs. Yahoo
- About Local Search
- How and why to avoid clicks

Resources & Conclusion

- Helpful websites and books

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