



## Internet Strategies, Social Media, Analytics, SEO - 1 day

Digital marketing now makes up 80% of the average company's sales and on-line advertising is moving forward every day. The average Internet user spends around 4 hours and 25 minutes using the net each day: more and more of the things we used to do off-line, we now do on-line, so having an Internet strategy is essential.

To be successful and grow a business and its revenues, you must match the way your prospects are looking for your products and services.

So why is social media so important? With platforms such as Twitter, Facebook, LinkedIn and YouTube, you can generate tremendous on-line exposure for your brand, allowing you to showcase your products and services. Social media helps you listen to what people are saying, including your customers, prospects, peers and competitors.

You can generate leads through all the major social networking sites, helping you to attract more customers who you can amaze by providing a personal touch, building relationships and establishing loyalty. All of this can be accomplished at a low cost without sacrificing quality.

Being top of Google for the phrases your customers are using is the holy grail of online marketing. Having a great website won't do any good unless you can get traffic (people) flowing to it.

SEO (Search Engine Optimisation) is the process of getting websites recognised more frequently when people perform searches on sites such as Google.

Better SEO rankings mean getting seen by more people...and that's a free way to increase traffic to your website.

Understanding how a website is performing and whether it's converting visitors into customers is critical in making a website perform well. Using Google Analytics you will learn how to track conversions, set goals, etc.

Our trainers will share their experiences, insights and tips. Through practical training you will acquire the skills that you can take back to the work place and start to implement straight away.

Modules are assessed through a mixture of project work, assessments, presentations and a research report. A range of coaching methods are used, including the application of practical examples to support your applied learning.

“Excellent training course from highly enthusiastic experts”

## The Module in Detail:

### Internet Strategies

We will show you the top tactics that every website should have to make them search engine friendly and shares all the latest techniques to profit from social media.

- Identify your target market
- Create a successful digital marketing plan
- Create brand awareness
- How to turn a web site into a marketing hub
- How to build a strong following
- Understand the etiquette and legal rules for internet marketing

### Social Media Strategy

We will help you create a social media strategy that is effective, measurable, accountable, and contributes towards a long-term business objectives.

- Benefits of using social media networking
- How social media impacts on Search Engine Rankings
- Creating an effective online profile
- How social media networks monitor engagement
- Why organisations need social media policies
- Best practices for safe social networking

### Search Engine Optimisation

We provide you with an excellent foundation for understanding exactly what SEO is, how it works and most importantly, how to make it work for you.

- Key terminology & technology
- Typical KPIs
- Keyword research
- Competitor analysis
- Writing content for your website
- Importance of Page titles, Meta descriptions, Meta keywords, H-Tagging
- Internal linking policies
- Importance of site maps/information architecture
- Image naming conventions, alt & title tagging
- Link building and online PR

### Google Analytics

You will create a Google Analytics account, create multiple web properties to monitor and tag website pages with a Google Analytics tracking code. You will then create multiple views for collecting and analysing data, and create filters, goals, and funnels for your views. You will then use Google Analytics real-time reports and dashboards to perform quick analysis of your monitored websites. Finally, you will perform more in-depth analysis of website data by using Google Analytics reports.

- Implement Google Analytics.
- Manage Google Analytics accounts.
- Perform analysis with real time reports.
- Perform analysis with standard reports.
- Perform in-depth analysis with specific reports.