

SEARCH ENGINE MARKETING

14 ó 15 , 2009
Holiday Inn,

website
(Search Engine Optimization)
(. Paid Search).

Internet,

-
- (Search Engine Marketing)
- Search Engine Marketing

Internet, Marketing
cost-effective

Paid Search Marketing (Google AdWords)
Optimizer) eLearning
rate).
Marketing, Marketing, Management, . . .
Google AdWords Certified Professional.
Search Engine Marketing
Mindworks interactive.ö

web
Landing Page Optimization (Google Website
online
website (conversion
Search Engine Optimization, Internet
Google Training Center
Internet Marketing &

1

, 14 , 2009 08:00 ó 16:15

08:00-10:30

online marketing

online marketing

Internet.

- Online Offline

Online & marketing

* Online Marketing: Basic Principles & Definitions

- Brief History of Online Marketing
- Comparison between Online & Offline Marketing
- Advantages & Disadvantages of Online Marketing
- Ways of Implementing Online Marketing (e.g Banner Campaigns, Rich Media, SEM, Email Mrk etc)

10:30 ó 10:45

10:45-13:15

Introduction to Search Engine Marketing

SEM.

Search

- Brief History of Search
- How Search Engines work
- Search Engines & Directories. What's the difference?

- Analysis of the major Search Engine characteristics & features
- Search Engines Relationship Chart
- The Google Phenomenon

Implementing a Search Engine Marketing Strategy

Search Engine Marketing.

SEO, PPC, PPI

Top Level Management

IT Department

- Why choose Search as a marketing weapon
- Defining SEM: Organic Optimization, PPC, PPI
- Back to basics: The fundamentals of SEM
- 10 things you should know before launching a SEM campaign

13:15-14:15

14:16 ó 16:15

Search Engine Optimization

Search Engine Optimization.

navigation « » website,
tags

off site

Google.

- Lets Start: Setting Goals
- Choosing the right Domain Name & Hosting
- Before changing your site: What to keep in mind
- Writing for Search Engines & Humans. The basics of copywriting
- What are keywords

- Which keywords are right for your business? The brainstorming sessions.
- Tools to help you with keyword research
- Determining Keyword Effectiveness
- The optimization process. On site & Off site factors to consider when optimizing
- Meta Tags. Do they really worth it?
- Page Titles done right (í and wrong)
- Navigation & Site Structure. Creating Effective Site Maps
- Internal Linking
- Optimizing Your Page Copy.
- Off site Factors. Creating a successful link campaign
- Google PageRank explained
- Exchanging Links
- When links can harm your business
- The importance of text in incoming links
- Free links vs Buying Links
- Black Hat SEO. Techniques you can use that are not so ethical
- Tools to help you along your way
- In a hurry for results? Hold oní

ó

2

, 15

2009

08:00 ó 16:15

08:00-10:30

Paid Search

Paid Search Marketing.

PPC

live

Google Adwords &

Yahoo Search Marketing (Overture)

- Paid Search Marketing: Should you do it?
- Thing to know before you start.

- Review of Google Adwords & Yahoo Search Marketing (formerly Overture)
- Ad writing Tips
- How to improve your Click Through Rates (CTR) and lower your Cost Per Click
- Tools to help you along your way.

10:30 ó 10:45

10:45-13:15

Analyzing Success

Search Engine Marketing

- How to monitor results.
- When results don't show
- Setting Key Metrics
- Tools you can use to measure your success (if or failure)
- It's all about results. Does SEM worth it anyway?
- Studies & Research
- Effect of Search Marketing on Branding & Direct Response
- Search related to consumers purchase path
- SEM European & US trends

13:15-14:15

14:15 ó 16:15

Case Studies and more

SEM

Search Engine Marketing.

Live Case Studies

websites .

websites

mini

SEO. H

3-4 sites.

- Integrating SEM with other online marketing channels
- *Hiring a SEO firm
- Case Studies & Live SEO Analysis on participants' sites (up to 3-4 sites)

ó .

Meeting Information:

Venue: Holiday Inn, Nicosia

Participation Fee

Initial Cost: p 645

HRDA Subsidy: (p 266)

Net Cost per Participant p 379

Τα προγράμματα* εγκρίθηκαν από την ΑνΑΔ. Οι επιχειρήσεις που συμμετέχουν με εργοδότημένους τους, οι οποίοι ικανοποιούν τα κριτήρια της ΑνΑΔ, θα τύχουν της σχετικής επιχορήγησης.

