



## Workshop:

### 'Get the Best from the Web'

Internet marketing: SEO, Social Networking and Much more.

#### Agenda

- AM: 9.30: Registration and coffee  
**Part 1:**  
The principles of web marketing  
SEO for your site  
What are the **important** factors?  
Good site structure  
Building a **real** working example
- Part 2:**  
Off site marketing  
PPC  
**Proactive** marketing  
Online and Offline
- AM: 11.15: BREAK and COFFEE  
**Part 3:**  
Social Networking for business  
What is it?  
What **value** is it to **your** business?  
How does it work?  
How do others use it?
- Part 4:**  
Integrating your marketing  
Campaigns  
What to consider  
Examples
- AM: 13.30 Summary and Questions  
END

