

Digital Marketing: Web and Search

Course Type

Online Module

Duration

90 Minutes

Module Overview

Search engine marketing (SEM) and search engine optimization (SEO) are key elements of online success today. Explore the web techniques that can dramatically increase rankings for your site. Learn how pay-per-click and position-within-results actually work. Recognize relevant results for your searches and compare paid and organic search results. You'll get detailed, practical guidance on developing effective paid search campaigns.

Module Objectives

- Describe how search engines present relevant results for your searches
- Compare differences between paid and “organic” results, including how each type is generated
- Identify words that searchers use and how they are employed in searching, based on the type of search
- Analyze keywords as they apply to the buying cycle and how phrases change based on intent
- Recognize similarities between “pay-per-click” and engines that provide PPC advertising including: common concepts in set-up, determination of position within results, and how much is charged
- Recall typical mistakes that are made in set-up and management of campaigns and how to avoid them
- Improve ranking of your website by applying on-page and off-page factors, specifically evaluating and gaining more links

Module Outline

Understanding Search Engine Results

- What is the clicker searching for?
- Pay-per-click
 - Search engine advertising programs
 - PPC – the set-up
 - Bidding strategy
 - Landing Pages
 - Five Biggest PPC Mistakes

Organic Search Engine Optimization (SEO)

- How Search Engines Work
- SEO: Architecture
- On-page factors
 - Page titles
 - Meta tags
 - Content headings

- Content mark-up
- User Benefits readability

Keyword Research and Linking

- Links: for search engines and humans
- Seven ways to get links
 - Develop within your own website
 - Find relevant business directories
 - Search for non-competing content sites
 - Search for bloggers in your industry
 - Examine your analytics to find profitable channels
 - Beg for links (not recommended!)
 - Buy links
 - Earn links (recommended)

Registration Rates

DMA member \$189

Non-member \$219

Instructor

Matt Bailey

President, SiteLogic

Matt Bailey is president and founder of SiteLogic, an Internet marketing training and consulting company. Prior to founding SiteLogic, Matt built web marketing departments at two agencies. He has been teaching web marketing to businesses since 1998, and has consulted with some of the biggest brands in the world. Speaking at seminars and workshops internationally, Matt is known for his clear teaching style, enabling people to understand complex technical information and apply it to their websites.