

Single Entry Point[®] Marketing





Search Engine Marketing Training

GAIN AN UNFAIR ADVANTAGE WITH CUSTOMIZED SEARCH ENGINE MARKETING TRAINING

“Give a man a fish, he’ll eat for a day. Teach a man to fish, he’ll eat for a lifetime.”

That old adage has become somewhat of a mantra around the Single Entry Point office. And for good reason. Talk to our clients and they’ll rave about how learning to fish completely changed the way they connect with new customers.

We’re Single Entry Point, a consultancy obsessed with arming companies all over North America with the tools and insight they need to become Search Engine Marketing experts.

So what does fish have to do with it? We believe that learning the ins and outs of intelligent Search Engine Marketing can make a world of difference in the profitability of your business and ultimately help you reel in customers from a large pond you barely knew existed.

SEARCH ENGINE MARKETING TRAINING

When done right, Search Engine Marketing is an incredibly powerful tool that can catapult your business ahead of the competition. Unfortunately, most Search Engine Marketing consultants prefer to keep their knowledge under wraps.

Not us. If you’d rather arm your organization with internal expertise than outsource your Search Engine Marketing needs to an agency, Single Entry Point’s in-house training program is built exclusively for you.

Our training packages allow key players in your organization to soak up our decade and a half of experience and promise to prepare them for all sorts of Search Engine Marketing challenges.

WHAT YOU’LL LEARN

We provide customized Search Engine Marketing training for all aspects of SEO (Search Engine Optimization) and PPC Advertising (Pay-Per-Click). Upon completion of our in-house training sessions, you’ll know:

- How to get qualified traffic to your door
- How to obtain a cost-effective and ROI driven solution
- How to connect with prospects at the right moment
- How to improve your brand awareness
- How to obtain highly measurable, proven results

CLIENT SUCCESS

Our Search Engine Marketing training has helped major players, small businesses and new startups better connect with their customers. Past clients have included **Grand & Toy**, Canada’s largest commercial office products company, and **Antrex International Development Inc.**, an exporter of Canadian building materials and construction technology in Europe. Grand & Toy’s training was delivered through the digital agency Rebellion.



CONTACT

Find out more about Single Entry Point at www.SingleEntryPoint.com. When you're ready to arm your business with the insight it needs to embarrass the competition, contact us.

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Training programs are also available for Email Marketing and Web Analytics

Complement your Search Engine Marketing efforts by understanding the intricacies of Email Marketing and Analytics. Our email and analytics training programs will open your eyes to more intelligent communications with your customers and show you how to maximize those efforts through smarter analysis.