

Single Entry Point[®] Marketing





Search Engine Marketing Training Curriculum

GAIN AN UNFAIR ADVANTAGE WITH CUSTOMIZED SEARCH ENGINE MARKETING TRAINING



Single Entry Point's Lead Instructor and Search Engine Marketing expert Mike Lascut

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.

About our training...

- Search engine marketing courses begin at 8:30 am and end at 5:00 pm
- Breakfast and lunch are provided for the full day courses
- Unless otherwise requested, all courses are held at our state-of-the-art training facilities at: 1 Yonge Street Suite 1801, Toronto
- Each training agenda is customized to your marketing objectives, team size, and budget

Search Engine Optimization – SEO

	Duration	Curriculum Agenda ¹
BASIC SEO (1 Day)	8:30am – 5:00pm	<ul style="list-style-type: none"> ▪ Introduction to Search Engine Optimization ▪ Learn about good, bad and grey tactics ▪ Search engines: Under the hood ▪ Learn how to use content to increase website relevancy ▪ Discover your keywords, basics of keyword research and where to look for them ▪ Proposing an attitude shift: content is important, relevancy is critical ▪ Get your website indexed fast ▪ The value of links and where to get them ▪ SEO Toolbox ▪ How to measure SEO success ▪ Q&A session
ADVANCED SEO (1 Day)	8:30am – 5:00pm	<ul style="list-style-type: none"> ▪ Learn how to analyze your competition ▪ SEO and dynamic pages ▪ Accelerate your keyword research ▪ Geographic footprint and multi-language support ▪ Landing pages, user targeting, and conversion tactics ▪ Paid inclusion, what works and what doesn't ▪ Using analytics to increase effectiveness ▪ Canonicalization, robots, rewriting engines and other technical SEO implementations ▪ Advanced SEO for developers ▪ Advanced SEO Toolbox ▪ Advanced E-Commerce & SEO ▪ Q&A session



ADVANTAGE SEO (1 Day)	8:30am – 5:00pm	<ul style="list-style-type: none"> ▪ Your intellectual property and SEO ▪ Mind-blowing tactics for competitive analysis ▪ Learn to implement SEO in large scale websites ▪ User experience and teleporting ▪ Transform your local search engine into a merchandising solution ▪ The power of the universal approach ▪ Large budget web analytics ▪ Post-click tactics to improve user experience and increase conversion rates ▪ Search engine marketing in a multi-channel environment ▪ Lab & Q&A
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Paid Advertising
Pay-Per-Click – PPC

	Duration	Curriculum Agenda ¹
PPC BASICS (1 Day)	8:30am – 5:00pm	<ul style="list-style-type: none"> ▪ Paid search fundamentals ▪ PPC engines: Under the hood ▪ Tactics to increase quality score ▪ Discover your keywords, basics of keyword research and where to look for them ▪ Learn how to configure PPC campaigns ▪ Match types and how to spend your money efficiently ▪ Learn to provide a consistent user experience ▪ Q&A Session
PPC ADVANCED (1 Day)	8:30am – 5:00pm	<ul style="list-style-type: none"> ▪ Advanced campaign configurations and bidding models ▪ Learn how to analyze your competition ▪ Accelerate your keyword research ▪ Learn the proper technique to measure ads' performance ▪ Learn quality score tactics for e-Commerce ▪ Advanced match type tactics to reduce your cost-per-conversion ▪ Landing pages, user targeting, conversion tactics and multivariate testing ▪ Using analytics to increase effectiveness ▪ Understand the advantages and disadvantages of automated PPC tools ▪ Q&A Session
PPC ADVANTAGE (1 Day)	8:30am – 5:00pm	<ul style="list-style-type: none"> ▪ Your company data and free web analytic tools ▪ Mind-blowing tactics for competitive analysis ▪ Learn to implement PPC in large scale websites ▪ Align PPC efforts with multiple business units ▪ Transform your local search engine into a merchandising solution ▪ Large budget web analytics ▪ Post-click tactics to improve user experience and increase conversion rates ▪ Search engine marketing in a multi-channel environment ▪ Lab & Q&A

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Supplemental Modules

	Duration	Curriculum Agenda ¹
INFORMATION ARCHITECTURE & SEM (Half Day)	8:30am – 12:00pm	<ul style="list-style-type: none">▪ Learn how to increase website accessibility for both users and engines▪ Where Information Architecture makes a difference in SEM▪ Conversion optimization and how to facilitate task completion
WRITING COPY FOR <i>USERS</i> & <i>ALGORITHMS</i> (Half Day)	8:30am – 12:00pm	<ul style="list-style-type: none">▪ Content development and copywriting▪ Old tactics, spam tactics and what you should focus on▪ How to use keyword research to improve copywriting relevancy
SOCIAL MEDIA & SEM (Half Day)	8:30am – 12:00pm	<ul style="list-style-type: none">▪ Most will argue Social Media is a branding exercise. Learn cost-effective ways to improve your SEM efforts via social media▪ Is your website a social website?▪ Understand the value of social marketing, when nobody tells you that social media is expensive

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About the instructor...

- Mike started in Search Engine Optimization (SEO) from early 1996, by authoring a suite of search marketing automation software applications and optimizing large e-commerce websites
- Over the past 6 years, Mike used his Pay-Per-Click (PPC) expertise to maximize ROI for companies in cutthroat industries such as office products, commercial real-estate, retail, mining and exploration, and luxury yachts
- Mike architected and developed some of the largest e-commerce websites in Canada and United States
- Responding to a 1999 invitation from Microsoft, Mike joined the Commerce Server Product Unit in Redmond, Washington, where he developed business-to-consumer components for the next generation Microsoft Commerce Server 2000
- Mike employs a unique blend of expertise in all areas of search engine marketing, information architecture, data mining, email marketing, and web analytics



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.

For more information contact Mike Lascut

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