


Effective Web Marketing – 1 day		
<p>Course Objectives</p> <p>This course sets out how to market efficiently on the web, discussing various issues and explaining current trends and strategies. Looking at how search engines work and how to monitor your results.</p> <p>Prerequisites</p> <p>Delegates need a knowledge of surfing the web.</p> <p>Exercises</p> <p>This course is instructor led, involving the utilisation of examples and exercises in a workshop environment.</p>	<p>Planning a strategy</p> <p>Web design issues</p> <p>HTML code</p> <p>Browser issues</p> <p>Web publishing techniques</p> <ul style="list-style-type: none"> • Content • Design • Programming <p>Content</p> <p>Design issues</p> <ul style="list-style-type: none"> • Graphics • GIF • JPEG <p>Programming</p> <p>Management issues -Hosting</p> <p>E-business trends</p> <p>Selling</p> <p>Marketing relationships</p> <p>E-marketing</p> <p>E-marketing sites</p> <p>Tips</p> <p>Advertising on the web</p> <ul style="list-style-type: none"> • Search engines • Directories • Meta tags • Spiders • Submitting your site <p>How search engines work</p> <p>Using bookmarks</p> <p>Use web site statistics</p> <p>Link popularity</p> <p>Link ranking</p> <p>Monitoring results</p> <ul style="list-style-type: none"> • Questions 	