

Best Tactics for Online Marketing

Two practical and tactical workshops that will immediately increase your Web site's return on investment! Register for a single workshop, or save 20% when you register for both.

To register or for more information, please call 608.785.8783 or go to www.uwlax.edu/sbdc/.



PROGRAM OVERVIEW

Efficient and Effective Search Engine Optimization for Business Owners

Improve Your Search Engine Rankings and Double Your Site Traffic

Tuesday, Oct. 27 | 8:30 a.m. to noon



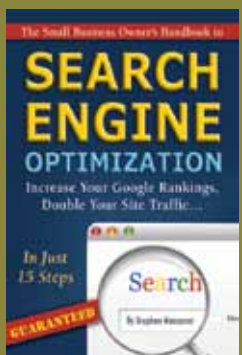
Optimizing your Web site's content will improve your search engine rankings when someone searches on keywords relating to your business. These search results are called "organic results" and appear on the left-side of the screen in Google. The sites listed in Google's organic results did not pay to be ranked No. 1, No. 2, No. 3, etc. The sites are simply using optimized content.

This workshop is ideal for small business owners and managers who want to learn an efficient and effective process for dramatically improving their site's rankings and doubling monthly unique visitors.

A business owner does not need to know technical skills, like Web programming, to be successful at search engine optimization (SEO). Instead, business owners will rely on their marketing skill and the ability to think like their customers and prospects, versus an ability to write HTML or other form of Web programming.

This workshop will teach you how to select keywords that are proven performers, blend the keywords into site content, and boost site popularity. More specifically, attendees will learn:

- Basic SEO terms including why Google is the only search engine that matters
- How to use several free SEO tools when selecting the best keywords
- How to implement a practical and tactical 15-step process for optimizing site content and building popularity
- How to measure results using free tools like Google Analytics



FREE!

Each attendee of the October 27 workshop will receive a free copy Stephen Woessner's book *The Small Business Owner's Handbook to Search Engine Optimization: Increase Your Google Rankings, Double Your Site Traffic ... In Just 15 Steps. Guaranteed!*

Create, Manage and Measure Effective Google AdWords Campaigns

Increase Your Online Revenue and Measure Results!

Wednesday, Nov. 11 | 8:30 a.m. to noon

This workshop is ideal for small business owners and managers who want to learn the basics of search engine marketing (often referred to as pay-per-click or PPC advertising).

With PPC, business owners and managers can selectively promote their products and services exclusively to very specific audiences. PPC clients can even define a geographic region: local, national, international, or a small section of these. This will also aid in elimination of tire kicker prospects by using "negative keywords." PPC campaigns are powerful because they deliver targeted messages to Internet searchers and a business owner only pays when someone clicks on the ad. Within the PPC industry, Google's AdWords platform is the leader and delivers measurable results for clients.

This is a practical and tactical workshop that provides attendees with the knowledge they need to create and manage their own Google AdWords campaigns. More specifically, participants will learn:

- basic pay-per-click terminology
- how to create a Google AdWords account step by step
- how to create a Google AdWords campaign step by step
- how to use Google AdWords and Analytics to measure return on investment while refining future campaigns

Results You Should Expect

Your Web site's rankings on Google will improve dramatically within 30 days or less if you implement the 15-step SEO process. Within 60 to 90 days, you should expect an increase in traffic by as much as 100 percent if your site content is not currently "optimized," or if you are not currently running a Google AdWords campaign.

Who Should Attend?

Best Tactics for Online Marketing is ideal for business owners and managers looking to take the next step with their Web sites and are considering doing the work themselves.

These workshops can also help prepare business owners and managers to work with a Web development firm by providing knowledge of SEO and pay-per-click tactics so they can collaborate more effectively with the chosen firm.



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Online Success Series Program Facilitators



Stephen Woessner
 SEO Expert

Stephen has 15 years of experience in Web strategy development, search engine optimization (SEO), marketing, sales, market research, and strategic planning. He has consulted with literally hundreds of clients on the development of Web sites and online promotional strategies. Stephen has significant experience in driving more traffic to a Web site and then converting the additional traffic into revenue.

As the director of marketing services for a major marketing agency, Stephen led the development of an SEO model. Stephen implemented the model on client Web sites with impressive results. Often times, a client's Google rankings improved to Top 10 positions or better.



Stephanie Eisen
 eBay, Search Engine Marketing, and Conversion Rate Specialist

Stephanie is the marketing manager for Red Wing Software, Inc. and a Qualified Google Advertising Professional. Stephanie uses pay-per-click marketing campaigns via Google AdWords as a tactic to reach prospects looking for specific software functionality. She has developed a method for creating campaigns that are highly targeted so the right visitors click through and then ultimately convert into sales.

Stephanie is a successful entrepreneur and owns/operates an online business using primarily pay-per-click marketing and eBay auction tactics.

Online Success Series Registration

Yes, please register me for the following:

- Tuesday, Oct. 27 | 8:30 a.m. to noon | \$89
Optimization for Business Owners
Efficient and Effective Search Engine
- Wednesday, Nov. 11 | 8:30 a.m. to noon | \$89
Create, Manage, and Measure Effective
Google AdWords Campaigns
- Or register for both and save 20%
 Oct. 27 & Nov. 11 | 8:30 a.m. to noon | \$142

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By mail: UW-La Crosse SBDC | 1725 State Street
 La Crosse, WI 54601 USA

Or register with your credit card information:

By phone: 608.785.8783 or fax 608.785.6919

Online: www.uwlax.edu/sbdc/ (follow program links)



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attend in your absence.

fee. Substitutes are welcome and may you will be responsible for the full program, "no show" or cancel the day of the program, administrative fee. Please note that if you this time will receive a refund less a \$10 receive a full refund. Cancellations after days prior to the start of the program to registration no later than five (5) business

Cancellation Policy: You must cancel your

online at www.uwlax.edu/sbdc/.

and return to the SBDC via mail or fax. You can also register by calling 608.785.8783 or

To Register: Please complete this form Friends Center

Location: UW-La Crosse Cleary Alumni &

Save 20% by registering for both workshops at the same time! Your total cost for both sessions is just \$142.

of the October workshop.

Fees: \$89 for each workshop, which includes parking pass, light breakfast snacks, refreshments, all course materials,

UNIVERSITY OF WISCONSIN-LA CROSSE

Best Tactics for Online Marketing



Generate more revenue online!

Two practical and tactical workshops that will immediately increase your Web site's return on investment.

SBDC
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