

## **The Search Academy**

### **Getting to grips with search engine marketing**

Independent training for digital marketers

Getting your products found online can be like asking your customers to find the proverbial needle in the haystack. Search engines are key to your business and our one day orientation gives you all the basics you need to get started in effective search engine advertising and marketing. You'll get to grips with the mechanics of search, pay-per-click advertising and the basics of search engine optimisation. It's your fast track to being able to make informed decisions about when, where, and how to harness the power of search engine advertising. It concentrates on the essential knowledge you need, gives you a framework for the future, and delivers practical tips your company can use straight away.

Search engine marketing can turn around your business. It's the most powerful online customer acquisition tool there is, and it's revolutionising direct marketing. Get it right and it delivers more customers at a lower cost than any new channel. But getting it right takes a little practice, and that's why marketers and search firms asked us to create this one day course: to fast track the learning and help marketers get to grips with search.



“We created this course to let you learn from leading search engine marketers: get on the fast track, get results quickly and avoid the potholes along the way. You'll learn new skills, gain deeper insights and build clear action plans. You'll get better results straight away”

Online marketing pioneer Danny Meadows-Klue helped create the Internet Advertising Bureau in the UK and a dozen countries around the world. As its first chief executive he began evangelising search engine marketing in 2000. He designed this course to help accelerate brands up the learning curve.

## At a glance

### In an intensive one day course you'll get to grips with search engine advertising

We teach you the ten steps of search engine advertising and search engine optimisation. We give you a strategic framework to structure your knowledge, and then fill it with practical tips.

By the end of The Search Academy, you'll be able to answer these questions:

- What is the structure for a search engine advertising campaign?
- Where do I start and what are the critical steps?
- How can I buy customers at a price that's right for my business?
- How can I write search ads that target my best prospective customers?
- How can I balance targeted messages with my needs for volume?
- What are the bidding strategies I can choose from?
- How do I make the most of the customers I acquire?
- What processes should be in place to track the return I get on my investment?
- What are the common potholes I should be aware of?
- What elements of search engine optimisation does my team need to tackle?
- What does all the search jargon mean in practice?

Our blend of seminars, workshops and exercises will have you working on search marketing plans you'll be able to apply to your own business. Our intensive courses are packed with knowledge, and fun to take part in.

### Training is key

Our Academy courses are designed to materially change your business.

- It's like six months of on-the-job learning crammed into just one day.
- Get the real insights rather than the sales pitch: unlike discussions with your suppliers there are no hidden agendas - our only goal is growing your skills.
- Enjoy guaranteed first class knowledge: saving you time and money instead of attending more industry conferences with few competitive ideas.

**Just one small improvement in your next campaign covers the cost of this course!**

### Book today

Log on to [www.DigitalTrainingAcademy.com](http://www.DigitalTrainingAcademy.com) book your place today

Pay by credit card online and we'll send you an invoice with your pre-course training pack. (Our full terms and conditions are on the site).

- One day intensive course: £495 + VAT

### Need to know more?

Just ask: [Viv@DigitalStrategyConsulting.com](mailto:Viv@DigitalStrategyConsulting.com)

## Getting to grips with search engine advertising What's in your intensive one day Academy?

### You'll get to grips with search advertising and learn a framework for the future

In our ten step plan we break down a search campaign into its constituent parts and look at who should own search within the marketing team. You'll learn about where search fits in the online marketing mix and customer acquisition marketing strategies. You'll also discover different approaches in budgeting for search and many ways to improve your ROI.

### Building smart customer acquisition objectives

We give you a simple formula and share some typical examples of how it works. By getting the objectives right at the start, your campaign heads in the right direction.

### The Pay Per Click Toolkit

How do paid-for search techniques work? How can you use them to match your customer segmentation?

### Designing a PPC Campaign

How do you design a paid-for search campaign? How do you value your acquired customer?

### Selecting the right search engine

We show you the differences between the main engines and how smaller engines can deliver strong value. Do niche engines have a role in your business? Is each engine working for you as hard as it can?

### Building your keyword lists

We explain the theory of keywords and examine the best practice in building lists. What are the golden words for your campaign? Why do the words that generate the most clicks not always generate the most sales? Why are some clicks worth much more than others? Why do some keywords cost you more, but deliver less value?

### Getting to grips with bidding strategies

We show you how to set bid prices and bidding strategies. Is being number 1 right for your brand? How much is a customer worth? How can you respond as the market price changes?

### What makes our courses so effective?

- Leading trainers and freshest thinking
- Focused just on the topics that matter right now
- Customised masterclasses based on the needs of senior executives
- Fast-paced intensive courses that minimise time spent out of office
- Practical courses grounded in current best practice
- Robust action plans to transfer the learning back into your business

### Writing ads that get clicked

How do you write strong copy for a headline and a listing? What are the key things to include? How many ads should you have in your campaign? How do you adapt copy in underperforming ads?

### Getting every click to count

We help you improve conversions by examining the principles behind successful landing pages. What can you do to boost conversion? What matters most in a landing page's design? How can your website work harder for you?

### Getting your measurement metrics right

We cut through the metrics jargon, demystifying the terminology. We help you understand which metrics are right for your business and how they can be easily applied.

### Understanding and planning your ROI

Getting return on investment right is key. In this workshop we examine the lifetime value of the customer, highlight the key issues, and help you improve the accuracy of measuring your own ROI.

### Getting to grips with search engine optimisation

As well as pay per click campaigns, you'll learn the essentials of search engine optimisation and the best practice for ensuring your website is 'friendly' to search engines that want to list you for free.

- What stops a website being listed the way you'd like?
- How can you get listed for the right topics?
- How can you apply concepts like keyword density to improve your site?
- Which approaches should you steer clear from?
- How can you get the balance right between your optimisation and advertising?

### Course exercises

All our courses include practical exercises that will help you change the way your firm behaves. In 'Getting to grips with search engines', we help you write the key steps of a search engine marketing plan throughout the day, using each lesson to enhance your skills.

- Objectives: You'll write the search objectives for your next campaign
- Keywords: You'll build a list of keywords for your next campaign
- Copywriting: You'll write the framework for the ads you'll be using
- Bidding: You'll explore what happens in practice with bid prices, and build those lessons into your bidding plan, with something to share for your colleagues back in the company



### Capturing your ideas

In many Digital Training Academies, we act as facilitators to help you devise more robust digital strategies. As part of our courses we can capture these ideas, and channel all the energy of the training sessions into knowledge you can use back in the workplace.

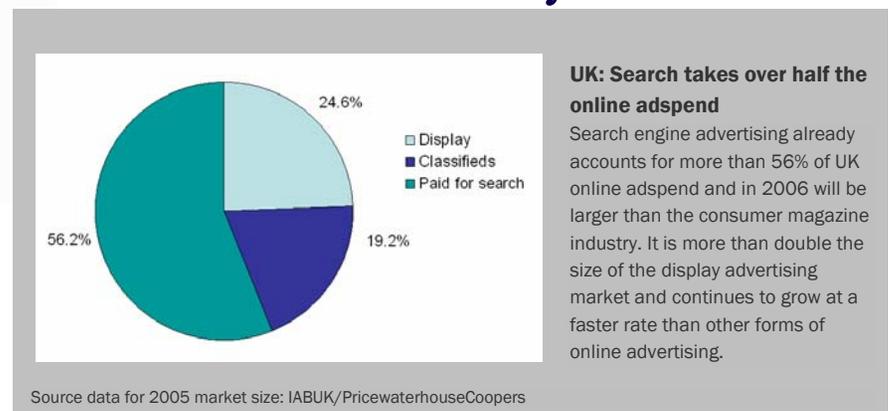
## Getting to grips with search engine advertising What's in your intensive one day Academy?

### Training packs

Your comprehensive training packs will give you all the facts you need and a great reference point for the future.



Search engines have changed customer acquisition and direct marketing forever. Can you afford not to be on top of how search advertising really works?



## Our Advanced Search Academy

### How experienced search engine marketers can improve their effectiveness

If you've been using search engine advertising for a year, then our Advanced Search Academy will help you move to the next level. Here are some of the topics we cover:

#### Inside the search engine

- Understanding the latest thinking about how the editorial policies are changing.

#### New techniques: unlocking the latest powerful tools

- Harnessing maps and local search.
- How pay-per-acquisition, pay-per-call works and a download on the newest ideas.
- How search can be integrated into a wider acquisition strategy.

#### Advanced keyword strategies

- Combining negative words, broad phrases and tracking the customer through the steps in their searching to improve your ROI and reach more customers with your message.

#### Advanced bidding strategies

- Finding out what the smartest search marketers are doing and why.

#### Campaign critique

- We get you trained up to look for ways to improve your search campaigns.

#### Click fraud

- Latest thinking on how to tackle the challenges of potential false clicks.

#### Harnessing the brand impact of search

- Why the latest thinking reveals that brand marketers are also switching to search.

#### The search engine workshop

- Discussing the key challenges with your peers to share insights about how to overcome them.



#### Training certificates and qualifications

All executives receive training certificates detailing what was covered in the course. The qualification ladder includes four courses:

- Getting to grips with search engine marketing
- Advanced techniques in search engine advertising
- Advanced techniques in search engine optimisation
- Search engine advertising masterclass



#### Digital Knowledge Packs

To help accelerate your learning, all delegates receive an extensive pack of research, reports and training materials.

## Delegates enjoy a free subscription to...



#### Research: Digital Insight Reports

Our Digital Insight Reports give you the inside track. Recent editions include Digital Europe – tracking the rising in online advertising spend across Europe, Digital Advertising Futures – our forecasts for online advertising growth and digital media substitution, how online is eroding the brands and revenues of traditional media.



#### Opinion: Meet the Digital Thought Leaders

Our monthly Thought Leadership interviews explain what key opinion formers believe the market is doing. Craig Newmark takes us behind the scenes at the classifieds website Craig's List. Richard Duvall shares his plans for the world's first online bank exchange, and web analyst Jim Sterne shows how any firm can unlock more value from their site.



#### Jargon Busting!

Always a popular module on our Digital Training Academies. We don't just give you the meaning, we explore the context until you're confident you can explain it to their colleagues.

Look out for prizes to the learner who's found the geekiest piece of jargon this month.

## Our company support programmes includes

- Coaching and mentoring for senior management
- Customised in-company training programmes
- Management clinics for critical issues
- Workshops for staff at all levels
- Research briefing services
- Training and development

If you have any questions about our approach to training, or the detailed content of the course then download our training prospectus or call the team.



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Making sense of a digital world

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## Next steps

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- One day intensive course: £495
- All prices subject to VAT

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