



BULLSEYE

FOOD

MARKETING

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Course: Web Marketing – Online Marketing Skills

Duration:

1 day or 2 x 3 hour evening courses

Who Should Attend:

Sales and marketing personnel, anyone running a new or established food business / SME.

Description:

Having a successful and user-friendly website that ranks high on internet search engines is imperative for all small businesses.

This training programme will demonstrate how to utilise vital search engine optimisation (SEO) techniques to drive customers to your website.

Covering both free listing techniques and pay-per-click listings, we'll guide you through each step of promoting your website. We'll also look at the essential knowledge you'll require to expand your website, maximise its potential and take advantage of online social media.

Note: It's advisable that participants attending this course already have a business website set up. Participants should also set up a free Google account – this will enable them to use Google Adwords during the workshop training.

Topics:

- ***Getting started – web design and development***
 - What do you need your website for?
 - Your competition
 - Your target market
 - The look and feel
 - Keyword and key phrase search

- ***Managing your website***
 - CMS
 - Good content
 - RSS feeds – keeping your target market updated

- ***Marketing on the web***
 - Online marketing – methods
 - Using your key phrases and keywords
 - Using social media, blogging, Twitter and Facebook
 - Using commercial networking, LinkedIn etc.
 - Link building
 - Message Boards
 - Forums
 - Online advertising
 - Ezines (newsletters)
 - CRM
 - Monitoring effectiveness and analysing results