

## 2-Day Beginning Workshop

### *Day #1*

**Focus: A Solid Foundation in Search Engine Marketing**

**8:30-9:00 a.m.:**

**Welcome, and Workshop and Exam Guidelines; Introduction of Participants**

**Our 6-Step System**

**9:00-10:00 a.m.: Keyword Research (New)**

**10:00-10:15 a.m.: Break**

**10:15-10:30 a.m.: Keyword Research Exercise**

**10:30-11:30 a.m.: Writing Content that Appeals to Your Visitors (Updated)**

**11:30-12:00 a.m.: Writing Content Exercise**

**12:00-1:30 p.m.: Lunch**

**1:30-2:15 p.m.: Where to Place Keywords (Foundations in SEO)**

**2:15-3:00 p.m.: Learn How to Optimize Your Pages Manually**

**3:00-3:15 p.m.: Break**

**3:15-3:45 p.m.: Improve Your Click Through Rates**

**3:45-4:15 p.m.: Getting Your Pages Found by the Search Engines and Directories**

**4:15-4:45 p.m.: Continue working on your page, editing, writing, keyword research, or let us know if you'd like us to look at your page.**

**Answer questions and complete evaluation forms.**

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### **Day #2:**

**Focus: Search Engine Processes**

**8:30-9:00 a.m.: Review of Evaluation Forms and Answer Questions**

**9:00-9:15 a.m.: How to Monitor Your Progress**

**9:15-9:45 a.m.: Learn Why It's Important to Work in Ranges of Pages**

**9:45-10:15 a.m.: Stay out of Trouble with the Engines and Directories**

**10:15-10:30 a.m.: Break**

**10:30-11:15 a.m.: Building Link Popularity through External and Internal Linking**

**11:15-12:00 a.m.: Sponsored Search Online Advertising Basics (New)**

**12:00-1:30 p.m.: Lunch**

**1:30-2:15 p.m.: The Basics of Local Search (New)**

**2:15-2:45 p.m.: Getting the Most Out of Your Blog (Updated)**

**2:45-3:00 p.m.: Break**

**3:00-3:30 p.m.: The Missing Element in SEO: Creativity**

**3:30-4:00 p.m.: Group Project**

**4:00-5:00 p.m.: Explanation of Priority Action Plan followed by Site Reviews**

**Final Exam and Certification Awards**

**End of Day**