

3-Day Advanced

Day #1:

Focus: Advanced Keyword Forensics and Moving Forward in the Search Landscape

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

9:00-10:00 a.m.: Advanced Keyword Forensics . . .Exploring Behaviors of Your Ideal Target Audience (New)

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

10:15-10:30 a.m.: Keyword Forensics Exercise

10:30-11:00 a.m.: Writing Effective Sales Copy

11:00-12:00 a.m.: Personalization of Search

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

1:30-2:30 p.m.: Going Local! (New)

2:30-2:45 p.m.: Break

2:45-3:45 p.m.: VSEO (New)

3:45-4:45 p.m.: Site Reviews

Answer questions and complete evaluation forms.

Day #2:

Focus: Understanding how the Engines Index Data and Continuing to Increase Visibility and Traffic

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

9:00-9:30 a.m.: Natural Language Processing (NPL)

9:30-10:30 a.m. Working with Database Generated Sites

10:30-10:45 a.m.: Break

10:00-11:00 a.m.: Working with Database Generated Sites

11:00-12:00 a.m.: Social Media (New)

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

1:30-2:00 p.m.: Alternative Ways to Gain Exposure from Google, Yahoo!, and Other Resources Within Just 48 Hours

2:00-2:45 p.m.: Sponsored Search Online Advertising Advanced (New)

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

3:00-3:30 p.m.: Google Analytics

3:30-4:00 p.m.: Webmaster Tools and Sitemaps

4:00-5:00 p.m.: Site Reviews

Answer questions and complete evaluation forms.

Day #3:

Focus: Technical Analysis of Your Site

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

9:00-10:15 a.m.: Competitive Intelligence and Multivariate Analysis

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

10:30-11:15 a.m.: Web Analytics (New)

11:15-12:00 a.m.: The Power of Article Writing

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

1:30-2:00 p.m.: Site Technical Issues

2:00-3:00 p.m.: Tips for the Professional Search Engine Optimizer

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

3:15-3:30 p.m.: Final Exam

Certification Awards & End of Workshop