



WEB MARKETING FOR GROWTH

EVENT

Effective Web Get the Most from Your Website

Is your website working as hard as it could? This morning session will explore the requirements for successful online marketing which can lead to an increase in visitor numbers and sales.

You will leave with a clear understanding of ways to maximise the potential of your website and with the tools and knowledge necessary to implement an improvement plan.

During the session you will participate in activities designed to help you understand web marketing:

- Using the web as a research tool
- How to create an integrated online strategy
- Understand the jargon
- SEO/SEM – what they are!
- The mix of tools available to promote your business online
- Questions to ask your designers/developers.