



# Fundamentals of Successful Search Engine Optimization

## Overview

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Search engine optimization (SEO) is the process of aligning a Web site to meet a search engine's indexing and ranking criterion. SEO is a key component of online marketing and more specifically, search engine marketing. Our SEO training teaches research-based, unbiased best practices to leverage search engines for results. When used correctly, search engine optimization can effectively drive traffic to a Web site and in turn, generate leads.

Whether you are a marketing professional looking for effective, cost-efficient marketing techniques or a job seeker looking to gain a competitive edge in the job market, learning how to develop and execute a successful SEO strategy can meet your needs.

This half-day course will provide a comprehensive understanding of how to execute a successful SEO strategy and provide in-demand skills that can be immediately applied to any business.

## You will learn:

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- A step-by-step approach to improving Web sites
- How to increase relevant traffic and utilize search engines for leads
- The search engine process and how it works
- How to create and execute a successful SEO strategy
- New tools such as social media, Flash and analytics
- SEO tips and techniques using keywords, links, content and more
- The knowledge you need to convince executives why and how to use SEO

## How will you benefit?

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- Improve your Web site's search engine visibility
- Utilize cost effective methods of driving traffic to

- your Web site
- Find new customers, new markets, and opportunities to grow your business

## Who should attend?

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- Marketing executives and managers
- Public relations professionals
- E-marketing specialists
- Sales professionals
- Business development specialists
- Copywriters
- Web developers, designers and analysts
- Anyone influencing keyword decisions, content or design of your Web site

## Presenter

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Neal Rabogliatti is the senior e-strategy consultant for Catalyst Connection in Pittsburgh, Pa. Neal has over 12 years of Internet development and marketing experience, specializing in developing strategies for search engine optimization and conversion in the B2B and manufacturing sectors. Some of his clients include PPG, Erie Insurance, and the University of Arkansas. Neal lectures nationally on search engine optimization and is a member of the Search Engine Marketing Professional Organization (SEMPO).

## Brought to you by:

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