

# Best Tactics for Online Marketing

Two practical and tactical workshops that will immediately increase your Web site's return on investment!  
Register for a single workshop, or save 20% when you register for both.

To register or for more information call 608.785.8783 or go to [www.uwlax.edu/sbdc/](http://www.uwlax.edu/sbdc/).



## PROGRAM OVERVIEW

### Efficient and Effective Search Engine Optimization for Business Owners

#### Improve Your Search Engine Rankings and Double Your Site Traffic

Tuesday, March 9 | 8:30 a.m. to noon  
Wednesday, Oct. 6 | 8:30 a.m. to noon



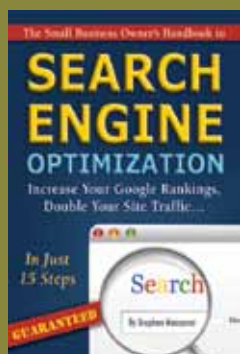
Optimizing your Web site's content will improve your search engine rankings when someone searches on keywords relating to your business. These search results are called "organic results" and appear on the left-side of the screen in Google. The sites listed in Google's organic results did not pay to be ranked No. 1, No. 2, No. 3, etc. The sites are simply using optimized content.

This workshop is ideal for small business owners and managers who want to learn an efficient and effective process for dramatically improving their site's rankings, and doubling monthly unique visitors.

A business owner does not need to know technical skills, like Web programming, to be successful at search engine optimization (SEO). Instead, business owners will rely on their marketing skill and the ability to think like their customers and prospects, versus an ability to write HTML or other form of Web programming.

This workshop will teach you how to select keywords that are proven performers, blend the keywords into site content, and boost site popularity. More specifically, attendees will learn:

- basic SEO terms including why Google is the only search engine that matters
- how to use several free SEO tools when selecting the best keywords
- how to implement a practical and tactical 15-step process for optimizing site content and building popularity
- how to measure results using free tools like Google Analytics



**FREE!**

Each attendee of the March 9 and Oct. 6 sessions will receive a free copy of Stephen's book, *The Small Business Owner's Handbook to Search Engine Optimization*. The book has been ranked as high as No. 14 on Amazon.com in the U.S., and No. 1 on Amazon.com in the United Kingdom in its category.

### Create, Manage and Measure Effective Google AdWords Campaigns

#### Increase Your Online Revenue and Measure Results!

Tuesday, March 23 | 8:30 a.m. to noon  
Wednesday, Oct. 20 | 8:30 a.m. to noon

This workshop is ideal for small business owners and managers who want to learn the basics of search engine marketing (often referred to as pay-per-click or PPC advertising).

With PPC, business owners and managers can selectively promote their products and services exclusively to very specific audiences. PPC clients can even define a geographic region: local, national, international, or a small section of these. This will also aid in elimination of tire kicker prospects by using "negative keywords." PPC campaigns are powerful because they deliver targeted messages to Internet searchers and a business owner only pays when someone clicks on the ad. Within the PPC industry, Google's AdWords platform is the leader and delivers measurable results for clients.

This is a practical and tactical workshop that provides attendees with the knowledge they need to create and manage their own Google AdWords campaigns. More specifically, participants will learn:

- basic pay-per-click terminology
- how to create a Google AdWords account step by step
- how to create a Google AdWords campaign step by step
- how to use Google AdWords and Analytics to measure return on investment while refining future campaigns

#### Results You Should Expect

Your Web site's rankings on Google will improve dramatically within 30 days or less if you implement the 15-step SEO process. Within 60 to 90 days, you should expect an increase in traffic by as much as 100 percent if your site content is not currently "optimized," or if you are not currently running a Google AdWords campaign.

#### Who Should Attend?

Best Tactics for Online Marketing is ideal for business owners and managers looking to take the next step with their Web sites and are considering doing the work themselves.

These workshops can also help prepare business owners and managers to work with a Web development firm by providing knowledge of SEO and pay-per-click tactics so they can collaborate more effectively with the chosen firm.



**Small Business Development Center**  
 University of Wisconsin-La Crosse  
 1725 State St.  
 La Crosse, WI 54601 USA

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UNIVERSITY OF WISCONSIN-LA CROSSE

# Best Tactics for Online Marketing



**Generate more revenue online!**

Efficient and Effective SEO  
 March 9 or Oct. 6, 2010

Effective Google AdWords Campaigns  
 March 23 or Oct. 20, 2010

## Best Tactics for Online Marketing Program Facilitators



**Stephen Woessner**  
 SEO Expert

Stephen is the author of *The Small Business Owner's Handbook to Search Engine Optimization*. The book was published by Atlantic Publishing and is available at Amazon.com, Barnes & Noble, and other retailers. The book has been ranked as high as No. 14 on Amazon.com in the U.S., and No. 1 on Amazon.com in the United Kingdom in its category.

As the director of marketing services for a major marketing agency, Stephen led the development and implementation of an SEO model on client Web sites with impressive results. Often times, a client's Google rankings improved to Top 10 positions or better.

Stephen has been interviewed for his SEO expertise by Wisconsin Public Radio, The Milwaukee Journal Sentinel, The La Crosse Tribune, Business-to-Business Online Magazine, and Brighly.com.

Stephen also frequently teaches SEO at UW-Madison, UW-Green Bay, UW-Superior, UW-Parkside, and Kent State University-Stark, Ohio.

Each attendee of the March 9 and Oct. 6 sessions will receive a free copy of Stephen's book.



**Stephanie Eisen**  
 eBay, Search Engine Marketing, and Conversion Rate Expert

Stephanie is the marketing manager for Red Wing Software, Inc. and a Qualified Google Advertising Professional. Stephanie uses pay-per-click marketing campaigns via Google AdWords as a tactic to reach prospects looking for specific software functionality. She has developed a method for creating campaigns that are highly targeted so the right visitors click through and then ultimately convert into sales.

Stephanie is also a certified education specialist trained by eBay. She has taught hundreds of people how to successfully use eBay to make money. She frequently teaches people how to

## Best Tactics for Online Marketing Registration

- Efficient and Effective Search Engine Optimization for Business Owners**  
 Tuesday, March 9 | 8:30 a.m. to noon | \$99  
 Wednesday, Oct. 6 | 8:30 a.m. to noon | \$99
- Create, Manage and Measure Effective Google AdWords Campaigns**  
 Tuesday, March 23 | 8:30 a.m. to noon | \$99  
 Wednesday, Oct. 20 | 8:30 a.m. to noon | \$99
- Or register for both and save 20%**  
 March 9 & 23 | 8:30 a.m. to noon | \$158.40  
 Oct. 6 & 20 | 8:30 a.m. to noon | \$158.40

**name** \_\_\_\_\_

**employer/organization** \_\_\_\_\_

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**city + state + ZIP** \_\_\_\_\_

**daytime phone + fax** \_\_\_\_\_

**e-mail** \_\_\_\_\_

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**cardholder's signature** \_\_\_\_\_

By mail: UW-La Crosse SBDC | 1725 State Street  
 La Crosse, WI 54601 USA

Or register with your credit card information:  
 By phone: 608.785.8783 or fax 608.785.6919  
 Online: [www.uwlax.edu/sbdc/](http://www.uwlax.edu/sbdc/) (follow program links)

**Fees:** \$99 for each workshop, which includes parking pass, light breakfast snacks, refreshments, all course materials, and a free copy of *The Small Business Owner's Handbook to Search Engine Optimization* will be given to each attendee of the March 9 and Oct. 6 workshops.

Save 20% by registering for both workshops at the same time! Your total cost for both sessions is just \$158.40.

**Location:** UW-La Crosse Cleary Alumni & Friends Center

**To Register:** Please complete this form and return to the SBDC via mail or fax. You can also register by calling 608.785.8783 or online at [www.uwlax.edu/sbdc/](http://www.uwlax.edu/sbdc/).

**Cancellation Policy:** You must cancel your registration no later than five (5) business days prior to the start of the program to receive a full refund. Cancellations after this time will receive a refund less a \$10 administrative fee. Please note that if you "no show" or cancel the day of the program, you will be responsible for the full program fee. Substitutes are welcome and may attend in your absence.

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