

HOW TO SERIOUSLY IMPROVE YOUR ONLINE MARKETING

If you would like to understand how to maximise your website performance, improve pay-per-click effectiveness and develop a successful search engine optimisation strategy, then this workshop is for you. Specifically prepared for marketers in the construction industry, this event will provide you with precisely the information and tools you need to develop effective on-line marketing. The 3 hour workshop is presented by Phil Robinson, MD of ClickThrough Marketing and Roger Moggs, founder of the Construction Marketing Centre of Excellence - both highly rated construction marketing professionals with many years of brand building experience.

Attendees will receive:

- A free website strategy audit and keywords analysis worth £350
- Free best practice e-books on SEO and PPC strategy



Phil Robinson
Founder of
ClickThrough Marketing

**REGISTER NOW AND
WE'LL SEND YOU A FREE
CONSTRUCTION INDUSTRY
KEYWORDS REPORT**

ContractJournal
constructionjournal.com



THE CONSTRUCTION MARKETING
CENTRE OF EXCELLENCE

What you will learn.

- 10 Steps to Successful Search Engine Optimisation
- 10 Steps to Successful Pay Per Click Marketing
- How to Assess Your Own Website & Competitor Performance
- How to Measure Performance of Online Marketing using Web
- Analytics & Conversion Tracking
- An Insight into Number of People using Search Engines to locate Construction related Products/Services
- How to Build a Return On Investment Case for Online Marketing Activities

WORKSHOP COST IS £95.00 + VAT per person



THURSDAY 22ND NOVEMBER 2007

VENUE: THE AV THEATRE, REED BUSINESS INFORMATION, QUADRANT HOUSE, THE QUADRANT, SUTTON, SURREY, SM2 5AS

EMAIL ROGER MOGGS AT roger@moggs.org OR CALL 01332 363925 TO REGISTER AND FOR FURTHER INFORMATION