

“Small Business Internet Marketing Course”

Outline of Training Course Modules

Post this on your wall next to your computer so you can keep yourself motivated and see what's coming up each week in our course! Be sure to check each one off as you complete it!

<p>WEEKS 1-4</p> <p>MODULE 1: Building a Lead Generating Website</p> <ul style="list-style-type: none"> - Video: Learn about the elements of good websites - Video: Learn about the different options for website building - Video: Learn about XSitePro - Video: Build Your 1st Website with XSitePro <p>Module 1's Reviews/Checklists/Marketing Strategies</p>	<p>WEEKS 13-16</p> <p>MODULE 4: Search Engine Marketing – Search Engine Optimization</p> <ul style="list-style-type: none"> - Video: Learn what makes a website rank well? - Video: Learn on page SEO strategies - Video: Learn off page SEO strategies - Video: Introduction to IBP <p>Module 4's Reviews/Checklists/Marketing Strategies</p>
<p>WEEKS 5-8</p> <p>MODULE 2: Search Engine Marketing – PPC 1</p> <ul style="list-style-type: none"> - Video: Learn about PPC Basics - Video: Learn about Effective Ad Writing - Video: Keyword Research - Video: Introduction to The AdTool <p>Module 2's Reviews/Checklists/Marketing Strategies</p>	<p>WEEKS 17-20</p> <p>MODULE 5: Autoresponder Systems</p> <ul style="list-style-type: none"> - Video: Learn what an autoresponder is and why you need one - Video: Learn about the different autoresponders - Video: Learn how to use Aweber - Video: Learn how to structure your autoresponder messages <p>Module 5's Reviews/Checklists/Marketing Strategies</p>
<p>WEEKS 9-12</p> <p>MODULE 3: Search Engine Marketing – PPC 2</p> <ul style="list-style-type: none"> - Video: Learn how to set up your Adwords Campaign the right way - Video: Adwords Keyword targeting - Video: Adwords Placement targeting - Video: Introduction to Perry Marshall's course <p>Module 3's Reviews/Checklists/Marketing Strategies</p>	<p>WEEKS 21-24</p> <p>MODULE 6: Putting it All Together</p> <ul style="list-style-type: none"> - Video: Learn how all of the elements you have put together interact with each other - Video: Learn how to track and monitor your traffic and conversions - Video: Learn how to continually optimize your online marketing strategies <p>BONUS: Schedule your FREE 1 hr Session to review your system, ask any questions and ensure you are on the right track.</p>