New Digital Marketing Bootcamp #2: SEO and PPC

8 May 2015

"What's it about?

You may know the basics of search engine optimisation and paid search but there's always more to learn. This Bootcamp has been designed to decode the mystery and simplify the complexity of these two digital essentials and expose some of the latest developments and techniques. Here's what you can expect to learn.

SEO: How to plan your search engine optimisation and both onsite and offsite tactics that will increase natural search traffic and conversion – keyword and SEO research, content, links, users, trust and integrating social media into your SEO program.

PPC: How to grow your Google AdWords, Facebook campaigns and other advertising activity beyond simple keyword ads into a profitable investment of marketing budget – applying test and learn methodology to paid search advertising and learning way to exploit social, mobile, local, shopping and video search.

We've devoted 2½ hours to each subject and built in a number of practical exercises so you can practice what we preach.

Who should attend?

If you want to assess your existing knowledge and range of digital experience then you can take our DNA test – just click here.

If you score between 85 and 100 then this Bootcamp is not for you – you've already been there, done that and got the T-shirt. Equally if you score less than 35 then you really need to go on one of our introductory level training courses.

If you score between 35 and 85 then we think you'll really benefit from attending the Bootcamp.

Incidentally, if you want to know more about email marketing and analytics then our New Digital Marketing Bootcamp #1: Email and Google Analytics may be right for you too. You can find out more here.

Registration is from 09:30; the event starts at 10:00 and finishes at 16:00. If you are non-EU resident, please call the events team to make your booking.

New Digital Marketing Bootcamp #2: SEO and PPC