

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/76506

Search Engine Optimization (SEO) Boot camp

Develop the right SEO strategy for your business and watch your results soar.

SEO has emerged as the surest route to capturing more leads and enjoying stronger sales. With a Forrester study indicating 93% of Internet traffic comes from search engines, you can't afford to let this sizable pool of prospects slip away. What's more, studies show that 40% of well-managed SEO campaigns yield a 500% or greater return on investment.

In this 3-day course, you will clear the confusion and misinformation surrounding SEO. Discover what to avoid and how to avoid it. Observe what your competition is doing and learn from it. And gain the knowledge and skills required to realize the potential SEO holds for your business. You'll leave with the clarity and confidence to do on-page and off-page optimization correctly, so you can get the most out of your Internet presence and achieve your organizational goals.

How You Will Benefit

- Discover how to avoid Google pitfalls and penalties
- Understand the details and implications of Google's Panda filter
- Find out how to do keyword research, even if it seems like no one is searching for your product or service
- Discover how SEO can boost your off-line marketing efforts
- Gain insights into common but costly SEO mistakes Fortune 500 companies make and how to avoid them
- Turn your website into a vehicle that grows your business, not just a tool that shows your business
- Evaluate the strengths and weaknesses of your in-bound link profile
- Understand the practical implications of the 80/20 rule for SEO
- Know how to identify, prioritize and tackle your most critical SEO action items

What You Will Cover

- Researching your target audience and identifying audience segments
- Grasping metrics such as bounce rates, click-through rates, exit pages, time on page
- Organizing key phrases and structuring your site based on key-phrase research
- Grasping tag-based and server side analytic tools and knowing which KPIs really matter
- Discovering which content and design elements influence conversion rates

- Improving your SEO visibility through on-page optimization, from title tags to content relevance
- Managing your online reputation by leveraging the positive and handling negative reviews and content

Who Should Attend

Marketing professionals, online marketers, business owners and communication specialists who want to get up to speed on today's marketing channels and improve their SEO results.

Special Feature

Participants are strongly advised to bring a laptop to the seminar.

Schedule

- [3] days - \$1,495 Non Members
- [3] days - \$1,495 AMA Members
- [3] days - \$1,495 GSA

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