

# INVITATION

You're invited to attend our online marketing workshop  
**building and managing a website that works.**



**These days, it is essential that every business has a website. But not any old website... they need a website that works!**

As the major information source of our time, the Internet is used by millions of people every day to search for information on products and services. Because it is used so prolifically, your website needs to be at the epicentre of your marketing strategy, and therefore requires the majority of marketing resources and effort.

## Workshop objectives

If you want to learn how to develop a website that will achieve results for your business' bottom line and stay ahead of your industry competitors, then this full day workshop will provide you with the information and tools you need to improve your online presence straight away!

## After the workshop, you will understand:

- What a digital/online marketing strategy is, and the importance of a website;
- How to develop and design a website that not only looks great, but is easy to use (for businesses and visitors!);
- What Search Engine Optimisation is and how to implement principles and techniques on your business' website in order to be listed the first page of search engine results;
- How to write engaging, search engine friendly copy for websites; and
- What, when and how to measure the performance of your website, and make changes to your site based on websites statistics, to ensure it the best opportunity of making money for your business.

## Workshop details.

**DATE** Wednesday 7 March 2012

**TIME** 9am-4pm (Morning, lunch and afternoon breaks)

**VENUE** Port Lincoln Hotel

**COST** \$200 + GST (Lunch, morning and afternoon tea are included in the workshop cost)

**RSVP** Friday 24 February 2012.

Please email Paige Rowett ([paige@paigerowett.com.au](mailto:paige@paigerowett.com.au)) to book your spot at this workshop.

## Your facilitator.

Paige is a degree-qualified marketer with 7 years experience working in project manager roles to deliver strategic marketing outcomes for Government agencies and private businesses in Adelaide and regional South Australia.



Paige has skills in the development, implementation and ongoing management and evaluation of strategic marketing plans, and most recently she has embraced her passion for online marketing, which has become a niche offering within her repertoire of skills and experience.

Paige has successfully developed and implemented strategic marketing plans (including digital marketing) for clients, has undertaken strategic marketing consultations and has provided training for businesses in social media and search engine optimisation.



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