

# HOW TO Make Your Web Site Sell

INTERNET MARKETING WORKSHOP

## Registration Form

Date: Tuesday, 8th May 2007

Time: 9.00am - 12.00pm

Venue: 1 Queens Road Melbourne

Cost: \$199 (incl. tea/coffee & light snacks)

**Places are limited.  
Please book in advance to avoid disappointment.**

Title: Mr  Mrs  Ms  Dr  Other: \_\_\_\_\_

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Industry: \_\_\_\_\_

Number of Attendants: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

How did you find out about the workshop: \_\_\_\_\_

Referred by: \_\_\_\_\_

I'd like my web site to be used as a seminar example  Yes  No

Please submit completed form via **fax (03) 9863 8378**  
to the attention of Dmitri Akhchin.

For further assistance, call (03) 9863 8377.



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## WORKSHOP AGENDA

**8.45 – 9.15**

**Registration. (Tea/coffee, light refreshments)**

**9.15 – 9.45**

**Search Engine Optimisation as the key element of Internet Marketing.**

- Major search engines (Google, Yahoo, MSN)
- How search engines rank your web site
- How to make your site "search engine friendly"
- Search engine submission "myth" revealed

**9.45 – 10.15**

**How to identify & reach your target audience.**

- Online success formula
- Understanding what your targets are searching for
- Learning more about your customers
- Analysing online competition
- How your potential clients find your web site
- Where the most of traffic is generated from

**10.15 – 10.45**

**How to convert online visitors into customers.**

- Determining the purpose of your web site
- Peculiarities of people's online behaviour
- Delivering your message to online visitors
- Writing in the language of your customers
- Insisting your visitors to take the action

**10.45 – 11.15**

**What ROI you can expect from your web site.**

- Is 300% ROI a myth or reality
- Does your site need an "extreme makeover"
- Web Sites That Sell – Case Study – Waverley Forklifts

**11.15 – 11.45**

**Assessing attendee' web sites.**

**11.45 – 12.00**

**Open Forum – Your question answered.**