

Improving Online Profitability

Facing an ever changing economy, businesses are spending more resources online now than ever before. As with the economy, the techniques that are most effective online are also evolving on a constant basis. Many businesses find themselves facing diminishing returns for their online marketing efforts.

Are you:

- Currently engaged in a Pay-per-click campaign that is unprofitable, or barely covers its own cost?
- Spending money on search engine optimization with little to show for it?
- Unsure how to take advantage of the opportunities presented by the Internet?



Whether your Internet marketing efforts have failed or been successful, it is important to stay up to date with the best techniques available. There are ways to make online marketing work for virtually any business, especially for those companies that have tried and failed in the past.

Proper use of pay-per-click campaigns, search engine optimization, and Internet viral campaigns can help your business turn your Internet marketing efforts into a profit center.

Come to the SBA Network full-day **Internet Marketing Workshop** in Long Beach on **November 7, 2008** from 9 AM to 4 PM to learn:

- The **number one mistake** most pay-per-click campaigns engage in that prevents them from converting leads to sales, and how to avoid it.
- How to get Google and other search engines to **fully index your website**, and keep coming back whenever you change its content.
- The **most important thing you can do** on your web pages to improve your search engine rankings.
- Why **measuring “hits” to your website is a waste of time**, and what you should really be measuring.
- A testing methodology for web based ads that can **cut your testing time by 75%**.

We have seen clients reduce their cost per lead by as much as 80% using the techniques we will be teaching. This allowed some of them to **eliminate their traditional media advertising**, representing a tremendous cost savings, while receiving more qualified leads than ever before.

Here are actual screenshots from a client that applied these techniques, to go from this:

Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
1,067	72,869	1.46%	\$2.25	\$2,399.58	2.6	0.00%	\$0.00

To this:

Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
2,965	46,246	6.41%	\$2.20	\$6,511.11	2.1	4.18%	\$52.51

As you can see, they **improved their clickthrough rate by 439%**, while lowering the cost per click. They also began to convert site visitors into actual leads, **raising their conversion rate from 0% to 4.18%**. These leads at \$52.51 each were **less than 25% of the cost of leads acquired from print advertising**. This program is so successful that they have eliminated regular print advertising from their marketing mix, and focus strictly on online marketing.

Hands On Approach

This workshop will be hands-on, with each attendee's site examined in a classroom setting. You will **leave the workshop with action items** you can take to improve immediately the performance of your web marketing efforts. Attendees will also be eligible for a **free detailed marketing assessment** of their website, to be performed by the instructors of the workshop.

Pay-Per-Click Topics:

- Learn to find the most profitable keywords
- How to optimize your ads for maximum clicks at the lowest cost
- Creating effective landing pages that get respondents to take action when they visit your site
- How to use testing to continually improve the campaign

Search Engine Optimization Topics:

- How to find keywords to target with SEO
- Ensuring your site stays indexed by Google
- Obtaining inbound links to improve your web ranking
- What no longer works with SEO

View a complete workshop syllabus at: http://www.sbanetwork.org/internet_marketing.pdf

About the presenters

Matt Walker

Matt Walker is a certified Google AdWords Professional, and has managed high volume pay-per-click campaigns and search engine optimization efforts for over a decade. Building his first website in 1995, Matt learned about the ins and outs of Internet Marketing early in his career. With the constant changes the web presents, he focuses much of his time on continuous learning about the best and latest techniques for ensuring search engine rankings, and putting these techniques into practice for his clients.



Mark Deo

Mark Deo is a marketing expert with over 20 years experience. He is the Senior Consultant and Executive Director of the SBA Network, and has been a master Dale Carnegie Training Instructor for over fourteen years. As host of CBS radio's "Small Business Hour," Mark was named Small Business Journalist of the Year by the Small Business Administration in 2003.

Details

When: November 7th, 2008

Where: 2525 Cherry Ave., #105, Long Beach, CA 90755

What Time: 9 AM - 4 PM

To Register: Contact Cory Halbardier at cory@sbanetwork.org or 949-735-4702