



## WORKSHOP SERVICES

June 2009

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This document details the ThinkSearch workshop programme offering.

As well as the pre-packaged options below any type of training can be arranged. Please contact [Tim Aldiss](#) to discuss this.

Workshops can be run either at the clients offices, at offices in Brighton or London, or in another venue depending on the requirements of the training and the size of the group. Additional cost will be required for venue hire if this is the case.

Key benefits of using ThinkSearch workshop services are as follows:

- / INCREASED MARKETING SUCCESS**
- / GREATER KNOWLEDGE HELD BY IN-HOUSE TEAM**
- / IMPROVED PROCESSES**
- / STRUCTURED CAMPAIGNS**
- / QUALITY ASSURANCE**
- / SYNERGY AND INTEGRATION**
- / COST AND TIME EFFICIENCIES REALISED**
- / SUPPORT AVAILABLE WHEN AND WHERE NEEDED**

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# THE WORKSHOPS #1

## SEO

### Basics of Natural Search (SEO)

**What is it:** 3 hour introductory session covering the key elements of on-site and off-site SEO;

**How many people:** Max 25;

**Cost:** From £450

**What you get:** 2 hours prep time to tailor deck, 2 interactive sessions; take-aways include a glossary and summary of learnings.

### Advanced Natural Search (SEO)

**What is it:** 3 hour advanced session covering common pitfalls and technicalities of SEO;

**How many people:** Max 15;

**Cost:** From £550

**What you get:** 4 hours prep time to tailor deck to Content Management System and technical limitations of existing client set up, 2 interactive sessions, take-aways including a glossary and summary of learnings.

## PPC

### Basics of Paid Search (PPC)

**What is it:** 3 hour introductory session covering the basic principles of PPC;

**How many people:** Max 25;

**Cost:** From £450

**What you get:** 2 hours prep time to tailor deck, 2 interactive sessions; take-aways include a glossary and summary of learnings.

### Advanced Paid Search (PPC)

**What is it:** 3 hour advanced session covering advanced PPC strategies and bid management tactics;

**How many people:** Max 15;

**Cost:** From £550

**What you get:** 4 hours prep time to tailor deck to specifics of client offering and marketplace, 3 interactive sessions, take-aways including a glossary and summary of learnings.

## THE WORKSHOPS #2

### Content

#### Writing copy for search engines

**What is it:** 3 hour workshop session covering the principles and best practices of writing for search;

**How many people:** Max 15;

**Cost:** From £450

**What you get:** 2 hours prep time to tailor deck, 2 interactive sessions; take-aways include a glossary and summary of learnings.

#### SEO/PR

**What is it:** 3 hour workshop session covering the principles of how SEO driven PR can improve brand reputation online;

**How many people:** Max 15;

**Cost:** From £550

**What you get:** 2 hours prep time to tailor deck, 2 interactive sessions; take-aways include a glossary and summary of learnings.

### Social Media

#### Basics of Social Media

**What is it:** 3 hour introductory session covering the basic principles of social media;

**How many people:** Max 25;

**Cost:** From £450

**What you get:** 2 hours prep time to tailor deck, 2 interactive sessions; take-aways include a glossary and summary of learnings.

#### Advanced Social Media

**What is it:** 3 hour workshop session covering implications for business engagement with social media. Can also be used to help outline how to build a framework for engagement;

**How many people:** Max 10;

**Cost:** From £650

**What you get:** 4 hours prep time to tailor deck, continuous interactive sessions; take-aways include a glossary and summary of learnings.

## SAMPLE AGENDAS

### **Introduction to Natural Search (SEO)**

- / Introduction to Search Engine Marketing
- / SEO Concepts and Terminology
- / How Search Engines work
- / The 4 tenets of SEO
- / On-page optimisation techniques
- / Static and multimedia assets
- / Off-page optimisation techniques
- / Link equity and networks
- / Keyword research, selection and targeting
- / Reputation management

### **Advanced/technical SEO**

- / CMS and server best practice
- / Analysis of Google's Page Rank algorithm
- / Link strategies
- / Advanced analytics
- / Localisation and getting found in Local Search
- / Innovative techniques for building inbound links
- / Don't be afraid of Latent Semantic Indexing
- / Latest Google Webmaster Central developments
- / Exploiting Web 2.0 and new media marketing
- / Techniques for increasing conversions rates and sales
- / Staying out of trouble with search engines

### **Writing copy for search engines**

- / Context
- / Search terms
- / Language
- / Structure

### **SEO/PR**

- / SEO PR and the half life of online news
- / Structural best practice
- / Writing best practice
- / Reviewing distribution channels

### **Social Media**

From teaching the principles of social media right through to hands on application we provide courses with interactive exercises for all stake holders and all levels of experience

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## THE SOLUTION

In order to ensure our training meets with your exact requirements, our experienced course trainers will discuss, your exact requirements including the practical application of techniques. This will also take into consideration any technical / design constraints you may have.

Our courses can cater for the beginner up to the advanced user and are flexible in their delivery and training location with fees bespoke to each client's specific requirements.

As our training is designed specifically for each client and we can offer a choice of course designed to equip your teams with the necessary skills and techniques in order to optimise their operational efficiency.

### Course Format

All of our training is conducted by experienced instructors each with many years of practical experience in digital marketing with a wide range of clients. We aim to focus our training on the exact requirements of our clients and the range of experience of the delegates. We are also happy to create bespoke training for those individuals who require 'fast track' knowledge of how to implement the essential techniques. We will also consider the wider aspects of specifics should they fit into the overall online marketing strategy.



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## WHO CAN BENEFIT?



Our wide tech experience across a range of industries ensures that we can provide training tailored to all areas of your business including:

- \ COPYWRITERS AND CONTENT AUTHORS
- \ WEB EDITORS AND DEVELOPMENT PERSONNEL
- \ WEBSITE MANAGERS AND WEBMASTERS
- \ ONLINE MARKETERS AND MARKETING MANAGERS
- \ DIRECTORS AND EXECUTIVE TEAMS

To complement the training day, we also supply up to date copies of any relevant in-house documentation. These documents are normally only available to retained clients.

### **Course exercises**

In order to aid knowledge retention interactive exercises are developed to allow the delegates to work in teams to solve specific issues. The exercises are tailored to the exact working environment and Content Management Systems to ensure delegates are left with learning's that are directly applicable on return to work.

### **Course take-aways**

As well as glossaries of terms delegates will also be provided with a 'how to' guide depicting how to deploy the knowledge learned so that it is directly applicable to their roles in the company.

### **e-learning**

All information provided through the coursework will also be made available on the collaborative blog platform that is being deployed as part of iCrossing activity. This video based collateral will be accessible for all staff by way of a reminder or for new recruits.

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## WHO PROVIDES THE TRAINING



### Tim Aldiss

**Knowledge Manager and Digital Consultant.** Tim has worked in digital for 15 years. He has deep knowledge of everything related to web design and build as well as a broad knowledge of digital marketing principles and how everything ties together. Tim had 10 years experience of Search Engine Optimisation and is well suited to facilitate the knowledge sharing workshop programme.

Tim can be joined by thought leaders from our respective digital marketing disciplines where it is deemed that there is a need.

Tim is also on the training team rota for the following companies:

- **Econsultancy** – [www.econsultancy.com](http://www.econsultancy.com)
- **IDM - The Institute for Direct Marketing** – [www.theidm.com](http://www.theidm.com)
- **Get Digital** - [www.getdigital.co.uk](http://www.getdigital.co.uk)
- **ThinkSearch** – [www.thinksearch.co.uk](http://www.thinksearch.co.uk)

## OUR WORK

### **HBOS**

Natural and Paid Search workshop presented in conjunction with paid agency Vizeum. Two sessions for disparate teams. Full day interactive sessions.

### **VIRGIN**

SEO/PR workshop for editorial, content and web teams. Lead by our Head of Social Media.

### **P&O**

An entire workshop dedicated to defining synergies and therefore efficiencies between paid and natural search.

### **TURNER MEDIA BROADCASTING**

Researching the digital consumer and advanced SEO.

## TESTIMONIALS



**We'd like to apply these learning's to the other brands that come under [our] group umbrella**

Adam Kennedy, Healthy Direct

**Thank you very much – we learnt a lot and it was good to see if we are on the right track and way of thinking. I have passed yor details on to another company...**

Clare Mockett, Healthspan

**...everyone found it very useful... It has given the team a much better understanding of the work we are asking them to do**

Sarah Earle, HBOS Marketing Manager

**...the step by step best practice perfect SEO release is a great crib sheet for press office.**

Karen Tippet, Head of PR, Virgin



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