



New Horizons®
Computer Learning Centers
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Online Marketing Courses & Certification

In Partnership with Market Motive

2012-2013 Course Catalog

SEO • Social Media • Web Analytics

Conversion Optimization • Paid Search • Fundamentals

Market Motive

Market Motive is the Internet Marketing industry's top provider of streaming training courses. Presented by industry leaders, embraced by corporate clients and independent marketers, and licensed by prestigious higher education, our curriculum is considered best-of-breed. Students who complete our training qualify for certification as an Online Marketing Certified Professional by OMCP.org.

OMCP

OMCP is the emerging standard for Professional Certification in the Internet Marketing industry. OMCP Certified Professionals have demonstrated a commitment to ongoing education in online marketing and a focus on practices that bring long term benefits to reputable organizations and businesses.

OMCP recognizes marketers who have received training from authorized training providers.

Upon successfully completing a qualified training course, graduates may approach OMCP directly and apply for their OMCP Certification. See the OMCP website for details (www.OMCP.org).

Courses and Bundles

Internet Marketing is a broad term. Under that umbrella, there are five key areas (disciplines) that we refer to as *Essential Skills*. These five areas are: Search Engine Optimization (SEO), Web Analytics, Social Media Marketing, Conversion Optimization, and Pay Per Click Advertising (PPC).

Courses are available singly, or bundled with complementary disciplines for additional savings. Successful completion of these courses qualifies graduates for OMCP certification.

We also offer short courses that don't qualify for OMCP status, but are great for quick immersion in a narrow topic.

Essential Skills Courses - Qualifies for OMCP status

If you're looking for a focused course of study in a single discipline, this is your answer.

Choose the Fundamentals for a comprehensive overview of all the essentials. It's a good place to start if you have no Internet marketing experience, or if you just need the vocabulary to speak confidently with contractors, vendors, or your own internal marketing group.

Or jump right in to a specialty course, and move through a structured series of learning modules. You'll be learning the latest trends and techniques from the industry's top experts, and become a certified expert in your chosen area of expertise.

Essentials Skills with Internet Marketing Fundamentals (Bundle) - Qualifies for OMCP status

If you know you need the Fundamentals, and plan on more in depth study in a specialty skill, these bundles are what you're looking for. You'll get both the Fundamentals overview, and the specialty course of your choice, at a reduced cost.

Professional Specialization Courses (Bundle) - Qualifies for OMCP status

If you feel you can skip the fundamentals, and plan to become expert in two specialties, we've bundled the most popular complementary skill sets for you. It's a huge asset to be able to increase search engine rankings with SEO and then track and report on the results with Web Analytics. Or to not only manage a great Pay Per Click campaign, but to be able to get the maximum conversions from the traffic your campaign generates. Choose the bundle that makes sense for you, and save.

Professional Specialization Courses with Internet Marketing Fundamentals (Bundle) - Qualifies for OMCP status

Get the Fundamentals, plus two complementary specialties. You'll have a well-rounded understanding of all the essential skills, which means you can work confidently across departments, or with multiple subcontractors. And you'll be a certified expert in two powerful areas in your own right, able to design, manage and report on projects and campaigns in your specialties from end-to-end. Choose the bundle that makes sense for you, and save.

Courses and Bundles (cont'd)

Internet Marketing Short Courses

Think of these short courses as electives. They don't result in a certification, nor eligibility for OMCP status, but they do offer quick, focused training on specific aspects of Internet marketing. If you have a specific business concern, and want fast immersion in the latest strategies or tactics, these are the courses for you.

Internet Marketing Fundamentals Training

Course Description

Establish a great foundation for Internet marketing with our high-level, cross-discipline approach to learning the basics. With comprehensive overview courses in SEO, Social Media, Web Analytics, Paid Search, Conversion Optimization, and Email Marketing, you'll have confidence when talking with contractors, vendors, or your own internal marketing groups as you make intelligent and well-informed decisions about your Internet marketing strategies.

If you decide to move on to more in-depth studies, you'll do so with the confidence of having a solid foundation in the fundamentals.

Instructors: Matt Bailey, Todd Malicoat, Jennifer Cario, Bryan Eisenberg, Avinash Kaushik, Michael Stebbins



Matt Bailey
Fundamentals

SEO FUNDAMENTALS

From Google to Yahoo to Ask and Bing, search engine results are the foundation for finding information online. What exactly puts a website at the top of the search results? In this first Fundamentals module, Matt Bailey breaks down all the critical aspects of successful search engine rankings. From optimal website design to keyword research, on-page copywriting to finding success in link-building, Matt offers a solid foundation for your future SEO success.

Included Videos Topics:

- Introduction to SEO
- Keyword Research Basics
- Competitive Analysis
- Search-Friendly Design
- Anatomy of a Search Engine Result
- Link-Building for SEO
- On-Page SEO Concepts
- SEO Measurement

SOCIAL MEDIA FUNDAMENTALS

Marketing with social media has increased enormously in importance, and every day there are new platforms to learn. How can you possibly know how to maximize their value? Join social media experts Jennifer Cario and Greg Jarboe as they demystify the major social media opportunities and trends, and explain how individuals and businesses can leverage each one. From blogging to Twitter to YouTube to viral marketing, you'll finish this module with a solid overview of your Social Media options.

Included Videos Topics:

- Understanding Social Media
- What Is Viral Marketing?
- Social Media Channels
- Finding and Communicating with Influencers
- Social Media Listening & Reputation Management
- Social Media Measurement

CONVERSION OPTIMIZATION FUNDAMENTALS

SEO and Social Media might get visitors to your site, but if you don't convert them into customers, it's all for nothing. Join Bryan Eisenberg and learn the value of building personas, maintaining scent through your site, mastering the AIDAS flow, and implementing an overall persuasion-based architecture. These are the critical skills you need to bring customers from your ad campaigns to your landing pages, through registration and, ultimately, to conversion.

Included Videos Topics:

- Introduction to Conversion Optimization
- Attention, Interest, Desire, Action, Satisfaction (AIDAS)
- Maintaining Scent
- The Four Personas
- 21 Tips for Top Converting Websites

WEB ANALYTICS FUNDAMENTALS

With all the tools, charts, tables, and services out there driving a mountain of data your way, it's tempting to just duck and hope it works itself out. But you'd be missing a golden opportunity to better understand your customers and run your online efforts more efficiently. In this module, Market Motive co-founder and Web Analytics faculty chair Avinash Kaushik presents a no-nonsense overview of Web Analytics concepts, principles, and strategies that everybody can easily understand.

Included Videos Topics:

- Introduction to Web Analytics
- Web Analytics 2.0
- Web Analytics Organizational Readiness & Maturity Curve
- Analytics Roles and Keys to Success
- Web Analytics Campaign Management
- Web Analytics Economic Value and ROI
- Key Performance Indicators (KPIs) Simplified
- Introduction to Segmentation
- Introduction to Competitive Intelligence

PPC FUNDAMENTALS

Join Pay Per Click Advertising (PPC) faculty chair Brad Geddes for a comprehensive and cross-discipline approach to designing, building, and maintaining your PPC programs. Everything you need to understand how to run a single campaign or manage dozens of clients is here in one module. Campaign setup, keyword building, writing copy, bidding strategies, content networks, and landing pages are all covered.

Included Videos:

- Introduction to Paid Search
- Psychology of Search
- The Search Opportunity
- How the Buying Cycle Works
- Understanding the PPC Auction
- Targeting Opportunities
- Introduction to Keyword Research
- Ad Copywriting
- Paid Search Measurement

EMAIL MARKETING FUNDAMENTALS

Good old-fashioned email marketing may still be the most powerful arrow in your quiver — but it's tough to do it right. Join Michael Stebbins, and learn to keep your emails out of the spam folder, write subject lines that get people to open their emails, copy that compels them to click more links and, ultimately, generate greater email ROI. It's a reintroduction to a tool you may be undervaluing in your online marketing strategy.

Included Videos:

- List-Building
- Deliverability
- Subject & Preview
- Getting the Click
- Getting the Conversion

Search Engine Optimization (SEO) Certification

Course Description

Take your SEO training to the next level with SEO Comprehensive Practitioner Training. Follow along with Todd Malicoat, Matt Bailey, and Jennifer Cario as they take you through everything from on-page fundamentals to keyword research, SEO copywriting, site architecture, link building, and local search optimization strategies.

You'll learn all you need to know to take on small, medium, or large SEO projects and work them from start to finish.



Todd Malicoat
SEO

Course Modules

Section 1: INTRODUCTION TO SEO

In this comprehensive SEO overview, Todd Malicoat and Matt Bailey team up to illustrate the key components of search engine optimization and set the stage with a high-level overview of the history of SEO. With an additional guest appearance from Rand Fishkin of SEOMoz, all the basics are laid out to give you a solid foundation for further SEO study.

Section 2: SEO DESIGN & ARCHITECTURE - FOUNDATIONS OF QUALITY SEO

Don't start building your website before watching this module. As Todd and Matt explain, good site design and architecture is critical not only for user experience, but for your site to rank well. Without good structure, your site will ultimately be abandoned by users and ignored by search engines.

Section 3: KEYWORD RESEARCH

Keyword research remains one of the most important aspects of the search engine optimization process. Knowing which keywords are most sought after and understanding your ability to rank for those keywords ensures your website gets in front of the right eyeballs. Learn which tools to use, how to use them, and what to look for in the critical research module.

Section 4: COMPETITIVE ANALYSIS

Now that you've mastered Keyword Research, it's time to tackle Competitive Analysis. This second piece of the puzzle lets you evaluate your keyword decisions outside of a vacuum and look at them in relation to your competition. This will give you a good idea of how much success you can expect to have against your competition, and thus, where best to focus your SEO efforts.

Section 5: SEO COPYWRITING AND ON-PAGE FACTORS

Understanding how search engines see on-page content, title tags and meta descriptions, and how users view your search results, is critically important to good rankings, good conversions, and lower bounce rates. Learn from on-page expert Jennifer Cario as she teaches you how to give the search engines what they want in order to rank well for your target keywords.

Section 6: LINK-BUILDING STRATEGIES, TECHNIQUES, AND TOOLS

Once your SEO optimization techniques are in place, there's another important part of the SEO puzzle to be mastered: link-building. The way that search engines see it, the more important the sites are that link to you, the more important your site must be. Therefore, it becomes critically important to understand the delicate art and science of getting the right sites to link to you in the right way for the right reasons.

Section 7: OPTIMIZING FOR LOCAL SEARCH RESULTS

Local search expert David Mihm joins Todd Malicoat and Matt Bailey for an in-depth discussion about ranking in local search markets. Learn from their experience and make certain your optimization includes a comprehensive list of techniques to get ranked when people are searching for your services near their own hometowns.

Social Media Certification

Course Description

Social Media is the Wild Wild West of online marketing — a wide-open opportunity to reach an audience with no real map for the territory. How can you keep up with all the options, platforms, and trends, much less know which ones are worth pursuing? Take your training to the next level with Social Media Practitioner Training and learn not only how to use each tool but how to decide which strategy is better for which type of campaign and what kind of business. Jennifer Cario and Greg Jarboe will give you everything you need to run your own highly successful social media campaign.



Jennifer Cario
Social Media

Course Modules

Section 1: INTRODUCTION TO SOCIAL MEDIA/CREATING A SOCIAL MEDIA STRATEGY

As with every marketing effort, Social Media Marketing requires a well-thought-out plan to make best use of your time and resources. It's an opportunity to take your marketing to your audience where they live, in a format that invites not only their attention, but their participation. These introductory videos will sort out all the questions and introduce you to a number of social media options.

Section 2: BLOGGING FOR BUSINESS

In this multi-part series, Jennifer Cario covers every aspect of blogging you'll need. From personal blogs to small business blogs to corporate blogs, you'll know what to do, how to do it, and why it's worth doing. The series also includes tips on engaging the blogging community to get other bloggers talking to their audiences about your products and services.

Section 3: VIDEO AND YOUTUBE

This series from video expert Greg Jarboe explains how YouTube works and how to take advantage of it as a social media marketing tool. First, Greg shares some tips for increasing your reach with online video from production to promotion. Then, you'll get some insider tips for finding your opinion leaders, reaching the right audience, and achieving the elusive "viral" status.

Section 4: A PRACTICAL GUIDE TO SOCIAL NEWS NETWORKING

Follow along with Jennifer Cario as she teases out the subtleties of social news sites, dispels some myths, and gets you pointed in the right direction to take advantage of word of mouth. She provides a balanced look at positives and negatives of targeting social news users, including an in-depth look at what works and what doesn't based on real data.

Section 5: MICROBLOGGING & TWITTER

In this section, Jennifer Cario discusses not only the growing variety of micro-blogging tools available, but also strategies and case studies surrounding these versatile business tools. Learn what tools are available for managing your stream, how to find people interested in networking with you, and how to track the success of your message. See examples of the many ways businesses of all sizes are taking advantage of this new medium to provide superior customer service, build brand loyalty, and increase sales.

Section 6: SOCIAL NETWORKING & FACEBOOK

Facebook has grown into a marketing juggernaut, a general purpose social media site used by individuals and businesses alike to share status updates, links, photos, videos, and more. In this series, you'll learn how to best leverage the nearly one billion members of Facebook to find your customers, engage them in community, encourage relationships, build brand, and establish loyalty to your business.

Section 7: FINDING AND COMMUNICATING WITH YOUR INFLUENCERS

You've done all this great work getting your social media campaign in place. Now what? There's still one critical step in getting your product or service to be the talk of the town: getting it in front of the right people. In this module, Jennifer Cario discusses the importance of influencers, and how to go about vetting and communicating with the people who can make the biggest impact for your company.

Section 8: VIRAL MARKETING

In this extensive series Jennifer Cario explains that while there is no magic formula for making your marketing message "go viral," there are some core principles that marketers can use to increase the odds of success. She breaks down the components of a good viral marketing campaign to help you ignite word-of-mouth marketing, shows you specific techniques to spread your message, and explains how to effectively convey the message you wish to spread. Additionally, you'll be walked through her personal checklist to enhance the viral potential of a message.

Section 9: LINKEDIN

LinkedIn can have an enormous impact on the connections you build with other colleagues and go a long way toward pre-qualifying your stature in the business community. In this module, Jennifer Cario shows you how to make the most of your account with features like recommendations, groups, events, questions and answers, and others to build awareness for you and your company.

Section 10: ONLINE REPUTATION MANAGEMENT

In the offline world, if someone says something negative about your company or your product, it generally gets lost in a sea of consumer white noise and reaches relatively few people. On the Internet, however, bad press is aggregated into all other information about your company. In this module, Jennifer Cario explains how to look for -- and address -- bad reviews and comments about your company, empowering you to take control of your online reputation.

Web Analytics Certification

Course Description

There's a lot of data coming at you from multiple channels, and it's not easy to know how to make sense of it all. But it's not impossible. With Avinash as your tutor, you can become, as he says, “a ninja and not a squirrel.” Gain an in-depth understanding of KPIs, Segmentation, Reports, Experimentation, and a lot more as he brings clarity to the complex world of Web Analytics.



Avinash Kaushik
Web Analytics

Course Modules

Section 1: INTRODUCTION TO WEB ANALYTICS

In this comprehensive overview of the foundations of Web Analytics and data collection, Avinash Kaushik outlines the opportunities and benefits of collecting and understanding web analytics data. From the basic fundamentals all the way to complex data collection, you'll get a strong foundation from which to build.

Section 2: KEY PERFORMANCE INDICATORS (KPIs)

In this video series Avinash explains the four attributes of a great KPI, and gives six examples of common KPIs, explaining what makes them great metrics. Additional focus is on selecting the most appropriate KPIs for your business and how to present them to your team as actionable directives.

Section 3: SEGMENTATION

In this in-depth analysis of Web Analytics segmentation, Avinash shares his tips for easily segmenting your data and why it's an excellent strategy for gaining insights into your visitors. Partnered with well-thought-out KPIs and your data analysis feeds, understanding how to segment your visitors will transform your web strategies and translate to increased conversions.

Section 4: ACTIONABLE WEB ANALYTICS REPORTING

Avinash shares his absolute favorite web analytics reports, each one guaranteed to give you actionable insights. They'll help you look at your search data much more effectively, identify all your "home pages," understand conversion behavior, revisit the linking strategy for your core pages, and help you isolate emerging trends in your data.

Section 5: WEB DATA ANALYSIS

In this module, Avinash explains the intricacies of everything from visitor orbit to micro conversions, measurement models to blind data analysis. You'll have a detailed understanding of some very effective data analysis techniques and strategies.

Section 6: QUALITATIVE RESEARCH

Learn why surveys are a key component of your web analytics strategy and how you can gain tremendous insight into your website visitors by asking three simple questions. Avinash explains the types of surveys you should be running on your website, the strengths and weaknesses of each type, and how to invite users to fill out a survey without sending them running for the back button.

Section 7: EXPERIMENTATION AND TESTING:

Testing. Testing. Testing. If you're not testing, you're doing yourself and your website a disservice. There's no better way to learn exactly what your customers like — and what they don't. And since you're already using your data to define KPIs and segments, setting up testing is a no-brainer that will make your campaigns and your site the best that they can be.

Section 8: COMPETITIVE INTELLIGENCE

What's at least as important as analyzing the data on your own website? Analyzing your competitors' websites. You'll branch out to an equally important strategy: understanding how to collect and analyze data on your competitor's websites. Armed with this information, you can take your strategic decisions out of the vacuum and analyze exactly what keywords you can compete for, further driving the arrows on your dashboards up and to the right.

Section 9: MULTI-CHANNEL ANALYTICS

Not all campaigns originate and finish online. As a result, it's important to understand how to test, measure, and join your offline activity with your online data. Learn four ways to measure the effects your offline marketing has on your online goals to finally overcome that nagging fear that you're bleeding data.

Section 10: GOOGLE SPECIFIC TECHNIQUES AND REPORTS

There's no denying the power and value of Google's Analytics tools. So it's worth spending a little time learning some best practices. And even if you're using another tool, the strategies and tactics found in this module will likely apply. From Advanced Table Filtering to Custom Data Alerts, Intelligence to Mobile App Tracking, to getting a handle on your Goals and Goal Types, you'll be more efficiently filtering data to finding new ways to improve your site and conversions.

Section 11: SOCIAL MEDIA ANALYTICS

There's no denying the importance of Social Media Marketing. But is it measurable? The short answer is yes, but it requires a unique set of tools and techniques. Learn what data to measure, how to measure success, how to include economic impact and more in this series

Conversion Optimization Certification

Course Description

Getting users to your site is only half the battle. Getting them to purchase, to register, to fill out your form, to convert them from visitors to customers — that is your end goal. Bryan Eisenberg and Avinash Kaushik provide a comprehensive overview of landing page optimization, and take you through some real-world examples of what works, what doesn't, and what steps you can take to, as Bryan says, "always be testing." In this course, you'll use video training modules as well as Bryan Eisenberg's book, *Always Be Testing*, to create a multi-pronged approach to the material.



Bryan Eisenberg
Conversion Optimization

Course Modules

Section 1: INTRODUCTION TO CONVERSION OPTIMIZATION

In this introductory overview, you'll get a good feel for what it means to embrace an "always be testing" culture, including a series of short training videos from Google on Website Optimizer that will enable you to easily add a variety of critical tests on your site.

Section 2: DEVELOPING AN OPTIMIZATION FRAMEWORK

Bryan walks you through the process of calculating the sales potential in your existing traffic, how to discern visitor intent, and how to prioritize your marketing efforts to satisfy your most qualified visitors.

Section 3: UNDERSTANDING YOUR CUSTOMERS: THE FOUR PERSONAS

Bryan shows you how to recognize the Competitive, Spontaneous, Humanistic, and Methodical users who visit your site, and how to give each of them exactly what they need to make them stay — and buy. You'll learn how to create personas, turn them into working narratives, and use the narratives to build scenarios that will convert your site visitors into customers.

Section 4: THE TESTING CYCLE

Testing and optimization aren't just for the Amazons of the world; all companies with a website should be continuously testing and refining to increase conversion rates. Even if you lack the resources to test every aspect of your online business, Bryan will show you how to find the best opportunities to apply the testing cycle for maximum benefit.

Section 5: BUILDING THE PERFECT LANDING PAGE

Designing a landing page that converts is about more than just choosing the right button color, or moving items around on your web pages — it's about understanding customer motivation and the critical issues that make people convert. Bryan will show you proven methods that make an impact on customer experience and increase conversion rates.

Section 6: ESTABLISHING CREDIBILITY WITH YOUR USERS

Helping customers make the decision to do business with you means gaining their trust. Bryan shows you how to enhance the credibility of your website to increase conversions and build lasting relationships with your customers.

Section 7: MAINTAINING SCENT

"Scent" is the information trail your visitors are following when they come to your site. Mark that trail with consistent design and messaging that builds, invites, and guides, and they'll follow it through your site and all the way to checkout. Bryan provides a multitude of examples to help you understand when scent is working, and when it's not. Learn your lessons from these success stories to keep scent alive in your own marketing campaigns and lead your visitors down the conversion path.

Section 8: ATTENTION INTEREST DECISION ACTION SATISFACTION (AIDAS)

It's simply not enough to get the sale anymore. These days, it's also necessary to know that your buyers are satisfied after their purchase. In this workshop, Bryan teaches you how to speak the language of your customers to entice them with your offer, get the sale, and keep them happy afterward.

Section 9: OPTIMIZING WEB COPY

Copy is the most persuasive element of any webpage but copywriting is more than writing sexy copy. It's about formatting text for readability, conveying a good first impression, knowing when less is more — and when more is too much. Bryan reveals the secrets to effective copywriting as he walks you through a 10-step process for improving the copy on your website.

Section 10: THE VOICE OF THE CUSTOMER

Customer reviews and testimonials are an extremely valuable asset to your website, yet many companies don't use them as effectively as possible. In this module, Bryan shows you what to look for in a good testimonial, how to turn customer reviews into better converting copy, and where best to place reviews and testimonials.

PPC/Paid Search Certification

Course Description

With your competition getting smarter every day, it's critical not only to have a strong foundation in pay-per-click principles, but an advanced understanding in keyword research, ad copy, formula-based bidding strategies, PPC economics and customer psychology. Join Brad Geddes, David Szetela, Alan Rimm-Kaufman, and Bryan Eisenberg for a no-nonsense approach to PPC education, as you learn a comprehensive, cross-discipline approach to designing, building, and maintaining your PPC programs.



Brad Geddes
Pay Per Click

Course Modules

INTRODUCTION to PPC ADVERTISING

Start with an overview of paid search and the underlying principles of direct response advertising in general, including the goals of search engines, advertisers, and customers. You'll cover everything from PPC user psychology to breaking down the various stages in the buying cycle.

Section 1: INTRODUCTION TO KEYWORDS & MATCH TYPES

Study the basis for all PPC advertising: keywords. Understanding the connection between strategically placing keywords in your ads, and using match types to connect those ads with user search queries, is a critical skill to master for successful paid search campaigns. Along with the initial keyword video, you'll also take a look at match type options and integrating negative keywords into your campaigns.

Section 2: WRITING EFFECTIVE AD COPY & INTRODUCTION TO LANDING PAGES

At the heart of every PPC campaign is the ad itself. It's also where art meets science when your expertly researched keywords join with your keen sense of style. And in a sea of competing PPC ads and organic search results, your ad copy is what determines whether potential customers click on your ad — or go elsewhere with their business.

Section 3: ADWORDS EDITOR

You've selected your keywords, written your ads, and designed quality landing pages. You're ready to flip the switch and go live, right? Not so fast. Before launching your ad campaign there are still a number of decisions to be made: network decisions, location targeting, bid options, language settings, and ad rotation are all important considerations that can impact the effectiveness of your campaign tremendously.

Section 4: CONVERSION TRACKING, BIDDING, & REPORTING

Understanding bidding formulas, goals, and conversion data is essential for any successful paid search campaign. Bid too much and you'll overextend yourself and wipe out your profits; bid too little and you could miss out on a great deal of qualified traffic. In this module Brad covers the multiple bidding options available to you, from full control over your bids all the way to a completely automated bidding system.

Section 5: THE CONTENT/DISPLAY NETWORK

Now that you've mastered the fine art of the search network, you can set your sights on the ever-growing content and display networks. These opportunities not only expand the reach of your ads, they also expand the types of ads you can offer.

In this module Brad gives you all the information you need to understand the broad content network (or the display network if you are dedicated to Google), including ad type options, ideal settings, tracking content network ads, and best practices and pitfalls for this powerful ad tool.

Section 6: ACCOUNT ORGANIZATION

While great ads will make a drastic difference in a campaign's success or failure, proper account organization lets you set exact expectations for each campaign. From controlling ad groups to match type decisions, generating keyword combinations, and micro control over landing pages, smart account organization can protect your budget's bottom line and make sure your ads and landing pages are seen in the most optimal manner.

Section 7: QUALITY SCORE

For a long time, ad position was determined solely by how much you were willing to bid. Then quality score became an important, if elusive, variable. Now, paid search has grown in sophistication, and PPC experts are masters of click through rate, landing pages, relevance, and a slew of other factors that determine where your ad is positioned against the competition. In this module, Brad outlines the major factors you need to focus on when building your ads, and exactly how to balance your max cost-per-click with a solid quality score to get the optimal ad position for your product or service.

Section 8: TESTING & ADVANCED LANDING PAGE STRATEGY

So far you've focused on creating and optimizing ads. But what happens after the research is done, the ads are created, and the campaigns are launched? How do you know what's working, what's not working, and where you should focus your efforts? In this module, Brad explores the strategies and best practices for running ad and landing page tests that will save you a lot of time — and even more money.

Short Courses: Small Business Fundamentals

Internet marketing is a complex and time-consuming job for any size business. For small local business, who don't typically have as many resources, it can get downright overwhelming. Luckily, small businesses can build successful Internet marketing campaigns with surprisingly fewer resources than their big business counterparts. With a focus on local SEO optimization, locally-targeted PPC campaigns, and Social Media reputation management, local businesses can go a long way towards increasing their online presence and recognizing revenue that didn't previously exist.

Join Matt Bailey, Jennifer Cario, and Brad Geddes for a comprehensive, yet manageable approach to local business Internet marketing techniques and strategies.

Short Courses: Small Business Conversion plus Web Analytics

You've brought someone to your website, but what happens next? Bryan Eisenberg teaches you the in's and out's of effective communication with your site visitors and the steps to follow to continually improve conversion rates. Getting visitors to purchase, register, or otherwise engage is the next step.

Once you have visitors and conversions, Web Analytics is the science and art of collecting and using site data to better understand visitor behavior to make data-based business decisions. Avinash Kaushik will teach you how to determine which site messages and features are doing the best (and worst) job at turning visits into business, and you'll discover the power of data-driven strategies for improved site performance.

Short Courses: Small Business Strategies

If you've already got some experience with Internet marketing, and you're ready to bring a new level of strategy and psychology to your campaigns, this is the course for you. You'll discover the finer points of SEO design, copywriting, and content strategy; build a plan for your Social Media outreach; and fine tune your Pay Per Click (PPC) campaigns. Instructors Matt Bailey, Todd Malicoat, Jennifer Cario, and Brad Geddes present a thorough review of the critical advanced strategies every small business should know.

Short Courses: Executing Your Viral Marketing Campaign Idea

There is no magic formula for making your marketing message "go viral," but there are some core principles that marketers can use to increase the odds of success. In this course, Jennifer Cario breaks down the components of a good viral marketing campaign, giving you some core concepts, strategies, success stories, and check lists to use when brainstorming, designing, and launching your viral marketing campaign. Never underestimate the power of a good viral campaign; viral should always be considered as a fundamental part of your overall marketing strategy.

Short courses – cont'd

Short Courses: Microblogging and Twitter

Should you be using Twitter? If so, how? Companies too often jump on board with the latest fad before considering whether or not it's the right tool for their business... or before they have any sort of strategy at all. In this course, Jennifer Cario explains strategies, tips, best uses, and tools for Twitter. At the end, you should have all the information you need to figure out if and how Twitter can be a valuable marketing tool for your business.

Short Courses: YouTube and Video Marketing

Based on Greg Jarboe's recently released YouTube and Video Marketing: An Hour A Day, 2nd Edition, this video marketing course covers the absolute latest trends and tips. You'll learn what kind of content goes viral, why viewers connect with brands via video, and how analytics can help you understand and achieve your online marketing goals. In today's media-rich culture, leaving yourself out of the video market is leaving yourself out in the cold.

Short Courses: Holiday PPC

Holiday seasons change the behavior patterns of both retail and B2B buyers. Want to capture a larger share? Discover the keywords, ad copy, and landing page strategies that appeal the most to the unique buying cycle of the seasonal shopper.

In this special Holiday PPC course, expert marketers Brad Geddes, Bryan Eisenberg, and Avinash Kaushik explain the psychology of holiday shopping, how to tailor your campaigns to generate more clicks & conversions, and specific methods to measure your success. You'll learn the keywords that convert best for holiday search traffic, essential strategies to maximize mobile bargain hunters, and how to build landing pages that turn motivated shoppers into appreciative customers!

Short Courses: Facebook Marketing

Jennifer Cario has her finger on the pulse of the rapidly evolving social media landscape. In this course she uncovers not only the social networking opportunities Facebook offers for professionals, but how businesses can turn it into a massive lead generation and customer communication platform. From custom landing pages to groups to apps and tagging, you'll learn all the ins and outs of this versatile and far-reaching social networking application.