

Our 1-2-1 Training Courses

Why have training?

Training is a great starting point for any business that is looking to get better visibility online but doesn't have the budget to outsource the work or wants to undertake the work in house but needs some additional knowledge.

Our training is ideal for business owners, senior managers, or a member of the team that is responsible for the company website or marketing.

What do you get from 1-2-1 training?

We provide 1-2-1 training, in 3 hour sessions, from our Bristol or Swindon offices on a wide range of web marketing topics. The training is very much tailored to the needs of the business and your existing knowledge; and uses your business/website/market as the case study to make it more relevant and applicable.

After the training we provide telephone and email support to answer questions and help you implement what you have learnt.

All of that for **£350* + VAT per session**.

Can we have training for our entire team on-site?

Yes, whilst our training is generally 1-2-1 and delivered at one of our offices we can arrange group training sessions or provide the training on your premises. Please contact us to discuss your specific requirements.

What training sessions do we offer?

General Web Marketing

- Key principles of marketing business online, differences between channels, how they work together, structuring a web marketing strategy

Basics of Organic SEO

- How to research keywords and understanding search behaviour, on page optimisation factors, local listings, basics of off page SEO.

Google AdWords

- Understanding how Google AdWords works, setting up a campaign, researching keywords, writing ad copy that converts, landing pages, reviewing and managing the campaign

Social Media Marketing

- General overview on how social media works, selecting the right channels, strategies for marketing a business via social media, and tips to help manage activity, social media advertising

Google Analytics

- Understanding analytics terminology & navigation around analytics, data provided and how it can be used to make informed marketing decision, custom reporting, goals and conversion tracking

Will I get the best expertise and help?

Helen

- Helen is a Director at All Things Web® and is an experienced marketer, previously working in a range of senior management positions for large financial institutions. She regularly delivers training and presentations to businesses.

Toni

- Toni is a Client Manager at All Things Web® and has 7 years' experience working in publishing, and 8 years' experience in marketing for online businesses.

Want to know more?

To find out more about how our 1-2-1 training could help your business progress online contact us for a free no obligation chat.

All Things Web®

Bristol 0117 372 6655 and | Highworth 01793 766040
Email: office@allthingsweb.co.uk
www.allthingsweb.co.uk