

Attract Customers
through Search
Engine Optimization

WEB MARKETING AND SEARCH ENGINE OPTIMIZATION Upcoming Seminar in Ottawa

Date: Every Tuesday ■ **Location:** 2821 Riverside Dr. ■ **Time:** 7:00 AM ■ **Duration:** 2 hrs ■ **Included:** Continental Breakfast



Anna Tulchinsky
(613) 231-6308
info@annatulchinsky.com

Register Now!

*Seminar on How to
Acquire Customers
through Your Website*

September 20, 2005

"Ms. Tulchinsky has conducted Search Engine Optimization training for Destination Ontario Inc. All of our participating employees were pleased with the experience and have found the training to be excellent value. We are pleased to recommend Anna to others with needs in this area."

Gary Clarke, President,
Destination Ontario Inc.

Learn How to Attract Customers through Your Website

If you would like to increase the number of potential customers coming to you from your website, consider attending this seminar. The objective of this seminar is two-fold:

- 1) to show you how to position your site high on Google and other search engines;
- 2) to show you how to build successful lead-generation campaigns through your site.

You will learn what is involved in Search Engine Optimization (SEO) and how to plan, implement, and manage optimization of your site quickly, successfully, and cost-effectively. You will also learn how to ensure that visitors coming to your website through search engines do not stop at reading your pages, but progress as far as filling out your order or registration form.

While this seminar is most suited for business owners and officers with Marketing and Sales responsibilities, anyone interested in learning how to position a site high on search engines and attract customers through it should attend. Overall, you would be able to apply SEO enhancements to your website immediately after the seminar and increase positioning of your site very quickly (within 2-4 weeks).

Please note that the seminar is not technical in nature, and no previous knowledge of Web design or development is required.

Administrative Information

Cost:	Please call to enquire
Minimum enrolment:	5 attendees per seminar
Space capacity:	20 seats
Date:	September 20, 2005 (Tuesday)
Location:	2821 Riverside Dr. (Global Mart)
Time:	7:00 – 9:00 AM
Included:	Continental breakfast
Deadline for registration:	September 19, 2005
Registration at the door:	Due to space limitation, we may be unable to accommodate unregistered customers. Late registration fees: add \$15 per person.
Contact:	Email: info@annatulchinsky.com Phone: Anna Tulchinsky, (613) 231-6308

REGISTER NOW:

Click on the link below or copy and paste it into your browser.
Fill out a basic registration form. Payment is enabled by PayPal.
→ http://www.annatulchinsky.com/SEO_Ottawa_registration.htm

Topics Covered

- Rigorous methodology on how to select the most appropriate keywords for your business
- Step-by-step instructions on how to conduct proper competitive analysis quickly and effectively and how to outdo even your most aggressive competitors
- Personal advice on how to maximize your investment in Google's AdWords and AdSense campaigns, i.e. how to get more for less
- Q&A session to help you apply the studied material to your particular business objectives, with practical guidance and improvement recommendations
- Carefully researched, time-tested and customer-approved SEO guide, accompanied by a set of supporting materials (SEO glossary, references, and useful links)

About the Instructor

Anna Tulchinsky is a Web Marketing and Search Engine Optimization expert, specializing in lead generation and web-based sales strategies since 2002. As an owner of several web-based businesses, Anna is actively engaged in consulting on Web Marketing and Search Engine Optimization for technology companies as well as for small and medium businesses in the Ottawa area.

With an academic background in Cognitive Linguistics gained through Doctoral studies on Semantics and Pattern Recognition, more than five years of teaching experience at the University of Alberta, and over three years of running her own Internet businesses, Anna is in a unique position to deliver the highest quality of SEO information to her clients.

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