

## Pay per Click Campaign and Search Engine Optimisation

with Manuel Vallés Cerezuela

Wednesday 23<sup>rd</sup> February 2010, 219 St John Street, London, EC1V 4LY

### Introduction

With more and more potential clients searching for courses on the Internet can you afford to be missing out? Do you have the feeling that you could be gaining more sales if only you knew how to promote your business more effectively through your website?

### Session Outline

This down to earth and dynamic training day will help you to identify which Internet Marketing strategy is suitable for your business. You'll learn how to set up a Google AdWord account, interpret statistics and understand what is required for your website to be fully optimised for search engines.

Timetable	
Registration	10.00
Start Time	10.30
Approximate End Time	16.30/17.00

*Lunch and refreshments provided*

### Trainer Profile

**Manuel Vallés Cerezuela** completed a law degree and a BA in business administration at the Spanish University San Pablo CEU. He has worked for the advertising production agency, Group Films, and the direct marketing agency CP Comunicación (Contrapunto Group), where as a copywriter he developed campaigns awarded at Cannes Lions, DMA International Echo Awards and New York Festivals. A few years ago, he launched an audio-visual production company named, Logicalnoise and began collaborating as a freelance writer with several publications and advertising agencies.

Manuel is based at the new International Sales offices of Internet Advantage in Madrid. With 10 years of experience in Internet Marketing in the Education and Travel Sector, a network of 400 websites, and a multilingual team of 45 people, Internet Advantage makes its main objective to improve client visibility on the internet, and in so doing improve the quantity and quality of leads and sales which they attract with their website.

### Contact:

Professional Services Officer: Beth Macchi, English UK, 219 St John Street, London, EC1V 4LY. Tel: 020 7608 7960, Fax: 020 7608 7961 e:[training@englishuk.com](mailto:training@englishuk.com)

English UK Training Events 2009/2010