



Internet Business Analysis (IBA):

- website analysis of you and 5 competitors
- search engine competitive analysis of you, 5 competitors you choose, top competitors online
- social media analysis of you, 5 competitors you choose, top competitors online
- social media audit including one year social media calendar of blogging topics and social media activities
- conversion architecture analysis of website navigation, structure and message so that website visitors have the best chance of becoming leads/clients
- mock up of website homepage

April seminar:

The Free seminar focuses on the 4 pillars of online marketing: **Site, Search, Mobile and Social** and will teach you:

- How to get on the **1st page of Google**
- How Search Engine Optimization, Pay Per Click, and Google Plus Local (the map) work
- How to turn website visitors into qualified leads, revenue and profit
- The benefits of having a mobile site
- How to use **Social Media for business**