

| <b>HOW TO GET GOOGLE TO FIND YOUR WEBSITE</b> |   |
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| Executive Summary                             | <ul style="list-style-type: none"> <li>• SEO Tips &amp; tricks</li> <li>• Search Engines – how engines reference your website</li> <li>• Competitors – why they may be listed and your not</li> <li>• Ten Tips – SEO tips to improve search engine rankings</li> <li>• Managing &amp; Maintaining optimisation</li> </ul>   |
| Presenter (s)                                 | Tim Gentle<br>Managing Director Design Experts<br>Web Architect<br>Bachelor of Business / Masters in Multimedia   |
| Length  | 3 hour  |
| Ideal Participant                             | <ul style="list-style-type: none"> <li>• Participants who are thinking about getting a website</li> <li>• Participants who have a website that isn't performing in Search Engines</li> <li>• Participants who want to optimise their website themselves</li> </ul>  |
| What Participants Receive                     | <ul style="list-style-type: none"> <li>• Feel more confident about how search engines work</li> <li>• Receive a workbook</li> </ul>   |
| Participant Training Manual                   | Yes   |
| Purpose                                       | There is no use having a website if it can't readily be found. Search engines are one of the primary ways that Internet users find websites. In this workshop, participants learn the various techniques used to dramatically improve the listing of a website in search engines.   |
| Summary                                       | <p>Some Search Engine Optimisation companies charge thousands of dollars for this service. This workshop provides insight into what these companies do. Participants can then undertake search engine optimisation themselves, or approach a company who provides the service and show them exactly how their website should be found.</p> <p>By the end of the workshop, participants will have gained a good understanding of:</p> <ul style="list-style-type: none"> <li>• What Search Engine Optimisation is</li> <li>• The difference is between paid listing and organic listing</li> <li>• How Search engines currently reference your website</li> <li>• Ten Tips – SEO tips to improve search engine rankings</li> <li>• Why competitors may be listed, and your website may not</li> <li>• How to prepare your Search Engine Submission</li> <li>• Managing and Maintaining search engine optimisation</li> </ul> |
| Participant Manual                            | Yes   |
| What we provide                               | <ul style="list-style-type: none"> <li>• Trained professional from Design Experts team</li> <li>• A customised invite designed with co-branding to promote the workshops</li> <li>• Participant Manuals, handouts</li> <li>• All AV Material, including laptop, projector, internet connection, projector screen</li> <li>• Co-branding on the cover of the manuals (if you choose to have this)</li> </ul>   |

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| RRP       | \$1050 + GST (+ plus travel, accommodation if required) Negotiable<br>30% deposit required      |
| Downloads | <ul style="list-style-type: none"><li>• Example Invite</li><li>• Workshop Summary PDF</li></ul> |
| Bookings  | To book a workshop contact Design Experts.  |