

1-Hour SEO Basics Presentation

This 1-hour presentation and seminar on SEO Basics is intended to help consultants, sales professionals and business professionals understand the basic elements of SEO in today's Digital Marketing environment. This SEO Basics presentation is designed to provide attendees with a clear understanding of how SEO can affect an organization's sales, marketing and communication efforts. Further, to deliver examples and explanations of all the core components of the practice.

At this 1-hour session, attendees will learn:

- SEO defined. Where it is today and where it came from as a Digital Marketing practice
- How SEO works – On-site and off-page. Technical and content pieces of SEO.
- SEO and PPC/SEM – How they work together to support online brand awareness
- Keywords – How they are derived, support a market position and brand.
- Optimized Content – Its importance and an example
- Content Marketing Defined and its role in SEO today
- Social Signaling Explained and its support of an SEO strategy
- Online PR and its role as an advanced SEO technique

Cost = \$1,500

Half Day SEO Training

Search Engine Optimization, or SEO, is a critical digital marketing practice which drives top line target brand visibility for businesses of all shapes and sizes. The problem many companies have is in the full understanding and proper execution. This intensive SEO advanced workshop addresses these problems and delivers actionable answers.

All attendees will be left with a full understanding of SEO, including:

- What are the 6 core elements affecting Search Engine Visibility?
- What are the Technical elements of on-site SEO?
- What is a Keyword Strategy and How Does Your Marketing Team Create One?
- What Google and other major search engines expect from your Website User Experience
- How to approach Content Marketing to support Search Visibility
- How Social Media Marketing and Online PR Affect Search Visibility

In the half-day offering, the focus is on helping attendees to understand how SEO works, provide guided exercises for creating their own SEO Strategies and starting to do some SEO execution work in program.

Cost = \$3,000

Full Day SEO Training

In this full-day option, SEO is reviewed and delivered from multiple standpoints to suit all levels of an organization, including Marketing use, integration with business goals and how to measure ROI against other marketing tactics. Finally, a review of best practices related to SEO outsourcing.

The full-day offering includes all the half-day, plus a specific focus for C-level executives on how to budget for SEO, how to hire for SEO, how to manage SEO resources or how to analyze an effective and results-driven outsourced SEO firm. This intensive full-day SEO advanced workshop addresses these problems and delivers actionable answers.

All attendees will be left with a full understanding of SEO, including:

- What are the 6 core elements affecting Search Engine Visibility?
- What are the Technical elements of on-site SEO?
- What is a Keyword Strategy and How Does Your Marketing Team Create One?
- What Google and other major search engines expect from your Website User Experience
- How to approach Content Marketing to support Search Visibility
- How Social Media Marketing and Online PR Affect Search Visibility
- What a proper SEO Team Needs to Look Like
- The Profile of a Sound SEO Agency
- How to Measure SEO Results
- Budgetary Consideration of SEO as an Ongoing Marketing Program

Cost = \$6,000

Deliverables

- The One-hour option includes access to the presentation
- The half and full day options include access to related presentations as well as workbooks for each attendee

Payment Terms

All SEO Training must be paid and reserved a minimum a week in advance. Refunds provided only if Jasmine Sandler cancels the training. If travel outside of the NYC area, travel must be paid as an additional cost and arranged by the client company.

Booking Your Company SEO Training

To get started, an authorized company representative must sign a training agreement and provide payment. A training agreement and proper invoice will be sent by the JS Media team upon request to: sanjana@jasminesandler.com

The request must include

- Company Name
- Authorizer Name and Title
- Company legal address
- Company legal phone #
- Authorizer e-mail address

Jasmine Sandler, SEO Trainer and Consultant offers hands-on, high-touch SEO training for B2B organizations. Jasmine is a Digital Marketing thought-leader and has delivered over 400 SEO Keynote Presentations, SEO Consults and SEO Training to B2B clients since 2006. The SEO training programs assume a minimum attendee count of 10 people and maximum of 25 per group. Multiple groups include discounts and can be assessed upon request.