



Introducing Laptop Learning

Laptop Learning is a series of courses designed to teach professionals new concepts in a small class setting.

Each course will equip participants with an understanding of these concepts and the direct benefits they offer for business. Participants will gain the ability to implement the appropriate strategies themselves upon course completion.

In order to gain maximum benefit, series registration is recommended; however, you may choose to attend single courses when available.

- **Understanding Search Engines** / 90 minutes / \$95
- **Search Engine Optimization Basics** / 3 hours / \$150
- **Blogging for SEO** / 3 hours / \$150
- **Link Building** / 3 hours / \$150
- **Web Site Analytics** / 3 hours / \$150
- **Social Media** / 3 hours / \$150

Attend all six courses!

Attend all six courses for \$700 - a savings of \$145.

Space is limited and may not always accommodate single course attendance. For more information or to register online, visit www.laptoplearning.org.

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Understanding Search Engines

Cost: \$95.00

Course Length: 90 Minutes

Why are search engines important?

Learn what influence search engines have on your business.

This session will be an introduction to how search engines work and how Web sites are found by search engines including Google, Yahoo, and more. Understand the psychology behind how users search for information on the Internet and how they search when they are looking to buy. Learn how search engines decide what Web sites to display for search queries and in what order.

Topics covered include:

- **Anatomy of a search engine**

Learn about the three pieces and functions of a search engine. Understanding how a search engine works will help you understand how to prepare your site for a search engine.

- **Getting into the search engine state of mind**

Learn how a search engine finds your site for the first time... then learn what they do with your site once they find it.

- **User searching psychology**

We will conduct an in class experiment to demonstrate the way users search. We will also discuss general search behaviors.

- **Branding v. Broad Search**

Learn what branded and non-branded search means and learn why non-branded search is better for your bottom line.

- **Paid Search v. Organic Search**

Learn the difference between paid search ranking and organic search ranking and when to utilize and focus on each.

- **Local Search**

Learn the advantages of Google's local search mechanism and how to get a listing in the local search database.

- **Universal Search**

Learn what universal search is and how to utilize it to your advantage.

68% of search engine users click a search result within the first page of results.

92% of search engine users click a result within the first three pages of search results.

39% of search engine users believe the companies whose Web sites are returned among the top search results are the leaders in their field.



For more information visit
www.laptoplearning.org

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Search Engine Optimization Basics

Cost: \$150.00
Course Length: 3 Hours

How can search engines help my business?

Learn how to use search engines to increase your business leads and sales, and make your advertising dollars go further. Now that you have a deep understanding of how search engines index Web sites and how users search for Web sites, you can begin to address your own Web site's strengths and weaknesses. Learn to leverage those strengths and correct the weaknesses to give your business a competitive advantage.

Topics covered include:

- **Site structure and goal conversion**

Learn how to structure your navigation so that it guides the user to the path of converting to a lead.

- **Keyword research**

Learn how to select your target keywords.

- **Competitive analysis**

Learn how to find your competition, how to measure the effectiveness of your competition, and how to beat the competition at their own game.

- **Link popularity**

Learn about the importance of links and understanding credibility and trust.

- **Content Building**

Learn why static web sites with very little original content fail to produce.

- **Taking Benchmark Measurements**

Learn how to understand conversions, return on your investment, measurements and goal tracking.

- **Ongoing Measurement and Adjustments**

Learn the importance of continued measurement and ongoing adjustments.

For more information visit
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You no longer have to set aside millions of dollars for national advertising because your best national advertising outlet is free. It is called a search engine.

If you are launching a brand new Web site, chances are your only visitors during the first few months are going to be your mother, father, siblings and friends. They aren't going to help your bottom line.



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Blogging for SEO

Cost: \$150.00
Course Length: 3 Hours

How can a blog drive traffic to my site?

More than an online diary, a Blog is a content-rich tool for increasing site traffic and building readership. This session will teach you how to set up a blog, create a blogging and tagging strategy and create a blog topic list. You will also learn how to use Google Docs as a staging platform for preparing your blog posts.

Topics covered include:

- **Researching blog topics**

Learn how to use research tools to find out what topics to write about and how to tag them.

- **Setting up your blog**

We will work with each of the class participants to setup a Google Account (if he/she doesn't already have one) and setup a blog. We will also work with each participant to program his/her blog to publish blog posts to a Web site via FTP.

- **Creating blog posts**

We will work with each class participant to research at least one blog topic and the participant will actually draft and publish his/her blog post to a Web site.

- **Creating SEO friendly titles and tags**

We will teach participants how to customize his/her blog to control the title on each page of your blog. Title tag control is one of the best ways to encourage proper indexing of your site. We will also teach participants how to identify useful tags for his/her posts.

- **Create your own favicon**

We will teach participants how to attach a brand or logo to a Web site for use in bookmarks and browser tabs.

For more information visit
www.laptoplearning.org

23,000 new blogs are created every day — that's about one every three seconds.

66% of surveyed blogs are permanently or temporarily abandoned. Don't let yours become a statistic.



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*Source: <http://www.stephanspencer.com/blogging/blogging-stats>

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Link Building Strategy

Cost: \$150.00
Course Length: 3 Hours

Are all links created equal?

Learn the importance of links, how they benefit your site and how to create a strategy for link building. Some links are better than others – we can teach you the difference and help you focus your efforts on obtaining the best links for your site.

Topics covered include:

- **Understanding the perfect link**

We will explain the factors that make up the “ideal link” and help you understand why search engines value them.

- **Creating the spreadsheet**

We will teach you how to utilize a spreadsheet to organize all of your research efforts, monitor and record your progress.

- **Brainstorm to create a list of personal and professional relationships**

Cultivating connections and building meaningful professional relationships is easier than working to establish a rapport with someone outside your network.

- **Spy on your ranking competition**

Online tools can help you track Web sites that rank higher than yours. We can show you how to analyze this information and how to use it to your advantage.

- **Spy on your local competition**

Even if your competitors don't outrank you, we can show you how to use their sites to benefit yours.

- **How to ask for a link**

We will explain the best way to request a link and avoid the risk of coming across spammy, selfish or annoying.

- **Leveraging a blog to build links**

We will show you how to use blogs to attract links, channel the strength of their pages into your home page, and build online relationships that can strengthen your domain.

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Did you know using Yahoo! Site Explorer is a quick way to check your back links?

If optimizing a Web site is like giving your car a tune up, link building is like putting in a bigger engine.



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Site Analytics

Cost: \$150.00
Course Length: 3 Hours

Why make business decisions blindly?

Gain insight and information with measurable outcomes through Web site analytics. We will teach you how to install Google Analytics, interpret basic reports, and set up custom reports and segments.

Topics covered include:

- **Basic setup**

We will work with each participant to setup Google analytics on your site.

- **Review of the Google Analytics Dashboard**

The Dashboard is your customizable collection of report summaries. We will teach you how to read each of the default summaries provided, show you how to add new custom report summaries to the dashboard and how to organize the summaries as you choose.

- **Review of each of the main analytics data categories**

There are three default categories with each Google Analytics installation and two additional categories of data that can be configured. We will walk through each of the main three categories (Visitors, Traffic Sources, Content) and teach you how to configure the Goals category.

- **Custom Filters**

Learn how to use filters to get more useful data from your site analytics. You will learn to setup filters that are commonly used including IP exclusion and domain name tracking.

- **Custom Reports**

We will demonstrate how to create useful custom reports that will help you analyze your data specific to your business goals.

- **Advanced Segments**

We will demonstrate how advanced segments can help you analyze your data specific to your business goals.

For more information visit
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Google Analytics can tell you which of your advertising outlets (whether it be paid directories, online banner ads, e-mail campaigns, or even yellow page & print ads) produces the most leads for your business.

Google Analytics helps you spot and capitalize on trends in your industry before your competition does.



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Social Media

Cost: \$150.00
Course Length: 3 Hours

How is social media beneficial to business?

Social media allows you to connect with customers – for free. Today's customers want to connect with you on their terms. We can show you how to make your company available to customers in new and innovative ways.

Topics covered include:

- **Understanding which tools to use**

We will review social media tools that major brands have used to connect with their customers; teach you their capabilities and functions, and help you set up an account.

- **Case Studies**

We will review how major brands have used social media in campaigns for public relations efforts, to increase sales and overall customer satisfaction.

- **Learn how to engage**

Social media should not be utilized like traditional marketing channels. Learn why it's worth your time to jump on the social media bandwagon.

- **Drive traffic to your site/blog/brick and mortar store**

Participating in social media channels will allow your company to be noticed in more ways. Learn which social media sites benefit SEO and how to optimize your profiles for success.

- **Managing your Online reputation**

Social media gives your business a voice online. It allows you to participate in any conversations that may be going on about you. We will teach you how to manage (not control) what is being said about you online.

- **Social media ethics**

We will prepare you for the ethical dilemmas you may face while participating online, help steer you in the right direction and teach you what is acceptable and what is deemed unethical.

For more information visit
www.laptoplearning.org



*Source: <http://blog.hubspot.com/>

Outbound marketers focus on finding customers. They use techniques that are poorly targeted and that interrupt people, such as cold-calling, print advertising, T.V. advertising, junk mail, spam and trade shows.

Inbound marketers create videos potential customers want to see. They create their own blog that people subscribe to and look forward to reading, and create useful content and tools so people call them for more information.



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