



An invitation from Fresh Egg:

SEARCH ENGINE OPTIMISATION - Everything you need to know about running a successful SEO Campaign

When and where:

Friday 3rd October 2008

10am to 4.30pm

The Brighton Dome, Brighton, East Sussex

<http://www.brightondome.org/DirectionsAndTravel.aspx>

Don't miss this excellent opportunity to take your online presence to the next level. This workshop is aimed to give you an insight to the SEO techniques we've adopted; giving you the necessary awareness for what is involved to launch a successful SEO campaign.

This one day workshop will inspire you to accelerate your corporate online visibility and our aim is to give you a clear understanding of the topics covered in the event programme below:

Event Programme:

10:00 – 10:30	Arrival, Registration, Refreshments
10:30 – 10:35	Welcome by Fresh Egg
10:35 – 12.30	The Importance of Search Engines What can SEO do for you? An Understanding of Algorithms Keywords
12:30 – 13:00	Group Exercise Understanding Site Structure How important is Meta Data The significance of good information
13:00 – 14:00	Lunch by RED Anywhere www.redanywhere.co.uk
14:00 – 15:30	Mastering Domains Why are Links Valuable? The shopping process Converting Visitors
15:30 – 16:30	Q&A and close.

Who should attend?

Anyone who is interested in expanding their knowledge in SEO. This event is £75 to Fresh Egg customers; other people can attend this event for £150*.

Register to attend this event by calling Fresh Egg on **01903 24 77 88** or emailing Dan at: **d.wotton@freshegg.com**

*prices are subject to VAT