

morning and *Search Engine Optimisation and Google Analytics* in the afternoon, both to full houses. Lots of interest in the [free business tools](#) from Google and free marketing opportunities on [Google Maps](#) and [TripAdvisor](#). Recuperated with a [glass of red](#) before dinner.

NEW! e-Marketing seminars

We offer three new e-marketing seminars derived from the tourism program. These seminars are of direct relevance to any business or government organisation that wishes to promote and sell on the Internet. All seminars include a **comprehensive reference manual**.

An Introduction to e-Marketing and e-Distribution (half day seminar, \$195)

People form a favourable or unfavourable impression of a website in the first three seconds - and if the impression is negative they leave. In this seminar we analyse how to create a favourable impression and how to assess the effectiveness of any website quickly. We examine different ways of promoting your business on-line and review different options for online product distribution and payment.

Hobart: Tuesday 28 April (9am - 1pm)

Launceston: Tuesday 5 May (9am - 1pm)

Best training session I have attended for a long time! Left feeling revitalised, excited about new ideas which could be applied to improve my business! Easy to understand presentation. Trainer answered questions & gave plenty of opportunity for discussion.

Deborah Stagg

Search Engine Optimisation and Google Analytics (half day seminar, \$195)

Imagine a business behind a blank doorway at the end of a dark alley. The business is not listed in any telephone or business directories, the alley has no name and the business no number. If your website is not performing to expectations does this perhaps describe your web presence?

Search Engine Optimisation is the art of making yourself visible to people who are looking for your product on the web. We also review the growing significance of Social Media Optimisation to promote your business to the next generation of clients.

Google Analytics provides free tools to measure the improvements in performance of your website. We demonstrate the tools and show you what to look for.

Hobart: Tuesday 28 April (1.30pm - 5pm)

Launceston: Tuesday 5 May (1.30pm - 5pm)

I finally understand page ranking & search engines & how it all works! Thank you.

Julie Van Melzen

Customer Relationship Management and e-Mail Newsletters (full day, hands-on at the keyboard, \$295)

Many organisations have an untapped goldmine of client contact information gathering digital dust. This hands-on training course teaches how to harvest and store client contact information. We provide practical tuition in how to write, distribute and track your e-mail newsletters.

Hobart: Wednesday 29 April (9am - 4.30pm)

Launceston: Thursday 7 May (9am - 4.30pm)

You can [book on-line](#) for these courses or phone Kristina on 1300 765 736.

INTRODUCTORY OFFER

Book on any two of these courses and receive a 10% discount.

Book three or more people on any course and receive a 10% discount.

Self-Test Your Website's Search Performance

Click on <http://mikes-marketing-tools.com/ranking-reports/> and type your website address in the Submission Form. Now think about how a potential client might search for your product on Google, type this in the Keywords box and click Check Rankings. **You should appear in the top five results** returned by each of the eight search engines.

Forthcoming Training Courses

NDA is now able to release the following courses for stand-by enrolment, some at significant discounts on

standard rates (**to obtain the discount, please phone Kristina on 1300 765 736** and mention this email when making bookings):

Hobart – IT courses

- [Project 2003 and 2007](#) 1/3 Apr – 30% discount \$322 (standard rate \$460)
- [Excel Basics 2007](#) 2 Apr – 20% discount \$184 (standard rate \$230)
- [Excel Introductory 2007](#) 2/6 Apr – 20% discount \$368 (standard rate \$460)
- [Office 2007 Conversion](#) 3 Apr – standard rate \$275
- [Excel Intermediate 2007](#) 6/7 Apr – 10% discount \$414 (standard rate \$460)
- [Excel Advanced 2007](#) 7/8 Apr – 10% discount \$414 (standard rate \$460)
- [Outlook 2007](#) 9 Apr – standard rate \$275
- [Word Basics 2003](#) 16 Apr – standard rate \$230
- [Word Intermediate 2003](#) 20/22 Apr – standard rate \$460
- [Access Introductory/Intermediate 2003](#) 20/21 Apr – 10% discount \$414 (standard rate \$460)
- [Word Advanced 2003](#) 22/24 Apr – standard rate \$460
- [PowerPoint 2007](#) 23 Apr – standard rate \$230

Hobart – Business Skills courses

- [Time Management](#) 2 Apr – 30% discount \$193 (standard rate \$275)
- [Superior Customer Service](#) 7 Apr – 20% discount \$220 (standard rate \$275)

Launceston – IT courses

- [Excel Basics 2007](#) 2 Apr – 20% discount \$184 (standard rate \$230)
- [Excel Introductory 2007](#) 2/6 Apr – 20% discount \$368 (standard rate \$460)
- [Internet Basics](#) 6 Apr – 10% discount \$207 (standard rate \$230)
- [Excel Intermediate 2007](#) 6/7 Apr – 10% discount \$414 (standard rate \$460)
- [MYOB Setup and Operation](#) 16/17 Apr – 10% discount \$495 (standard rate \$550)
- [Word Intermediate 2003](#) 20/22 Apr – standard rate \$460
- [Word Advanced 2003](#) 22/24 Apr – standard rate \$460

Launceston – Business Skills courses

- [Time Management](#) 2 Apr – 30% discount \$193 (standard rate \$275)
- [Superior Customer Service](#) 7 Apr – 10% discount \$248 (standard rate \$275)
- [OH&S in the Workplace](#) 15 Apr – standard rate \$275
- [Business Writing Skills](#) 21 Apr – standard rate \$275
- [Professional Telephone Techniques](#) 22 Apr – standard rate \$275

Devonport – IT courses

- [Excel Introductory 2007](#) 2/6 Apr – 20% discount \$368 (standard rate \$460)
- [Excel Intermediate 2007](#) 6/7 Apr – 20% discount \$368 (standard rate \$460)
- [Project 2003 and 2007](#) 15/17 Apr – standard rate \$460
- [MYOB Payroll](#) 20 Apr – standard rate \$275
- [Intro to PCs with Windows & Office 2003](#) 22/24 Apr – standard rate \$460
- [PowerPoint 2007](#) 23 Apr – standard rate \$230
- [MYOB Setup and Operation](#) 27/28 Apr – standard rate \$550

<p>HOBART Level 3, Trafalgar Centre, 110 Collins St Hobart TAS 7000 Phone: (03) 6224 2660</p>	<p>LAUNCESTON Level 1, 65 St John Street Launceston TAS 7250 Phone: (03) 6334 4910</p>	<p>DEVONPORT The Roberts Building, 23 Stewart St Devonport TAS 7310 Phone: (03) 6423 4547</p>
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