



Leading Practices in Search Engine Marketing Seminar

Tuesday,
October 21, 2008
San Diego

Handlery Hotel & Resort

950 Hotel Circle North
San Diego, CA 92108

Attend both the basic
and advanced seminars
or just one, your choice!

SEMINAR AGENDAS

Basic Training Session 9:00-10:30 am

Getting Started the Right Way

- How search engines work
- Search engine marketing basics
- How to choose a domain
- Importance of sitemap and URL structure

Search Engine Friendly Design

- Avoid common pitfalls
- Know what to ask for (best practices)
- Effective Keyword Strategies
- Keywords that make a sale
- Effective keyword placement

Effective Link-Building Strategies

- Quality linking

Analyzing Your Competition

- Links, keywords and domain structure

Advanced Training Session 11:00-12:30 pm

Blended Search Results

- Understanding local, video and image results
- Optimizing for a video world

Balanced Search Marketing

- PPC vs SEO
- Offline vs online

Advanced Analysis of Your Competition

- Links, keywords and domain structure

Monitoring Your Online Reputation

- Tracking tools

Understanding Paid Search

- Setting up a quality campaign: Google Adwords, Yahoo! Search Marketing, Microsoft Ad Center
- Maximizing ROI

Top Search Engine Pitfalls to Avoid

- Search engine optimization
- Pay per click marketing

Harnessing the Power of Web 2.0 and Social Media

- Best practices in the advanced world of social media marketing

Search Engine Marketing Arsenal

- Essential tools of the trade

Presented by CH&LA

CH&LA now offers world-quality education on how to get the most from your hotel website. Search marketing expert Vikram Singh of Evision Worldwide offers Basic and Advanced Training on creating a successful website, implementing powerful search marketing strategies, and maximizing your online revenue.

With extensive experience in both internet marketing and hotel management, Vikram is uniquely qualified to address the questions and needs of your hotel marketing team. Covered topics include: Effective Keyword Strategies, Balancing Online and Offline Marketing, Monitoring Your Online Reputation, and Harnessing Web 2.0 and Social Media. Whether you need to learn the basics, or you want to take your hotel's campaign to the next level, you won't want to miss this highly informative and interactive seminar. You're guaranteed to return to work with a list of action items, and a lot of questions answered.

INSTRUCTOR: VIKRAM SINGH, CEO EVISION WORLDWIDE MARKETING

During his career, Vikram has created winning search engine marketing strategies and comprehensive internet marketing plans for clients in several industries, including hospitality, retail, and real estate.

Vikram has particularly enjoyed partnering with CHLA over the past few years to provide basic and advanced education on internet marketing for hotels. His workshops and seminars have been well-received by audiences at all levels of search engine marketing knowledge. Vikram's background in hotel management makes him uniquely qualified to address the questions and needs of hotels regarding online marketing.

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Basic Training Seminar

9:00-10:30 am

- Member - \$99.00
 Non-Member - \$149.00

Advanced Training Seminar

11:00-12:30 pm

- Member - \$99.00
 Non-Member - \$149.00

Both Seminars

9:00 am-12:30 pm

- Member - \$149.00
 Non-Member - \$199.00

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