

4-day Intensive: SEO Launch Pad

On-Site SEO Factors and Strategies – Define Your On-site SEO Roadmap in 4-days

About Our Training Approach

SEOinhouse.com delivers a concise and systematic rapid learning program that is critical to anyone wanting to master the science and art of SEO.

This course is designed for those who actively practice SEO and moves quickly through many skill-sets. Unlike many programs that allow a wide array of talent, we focus solely on in-housers allowing us to focus deeply on the unique challenges facing in-house SEOs as they identify and execute SEO challenges specific to their site. No one knows them more than us (we were once in-house too!).

We teach you how to do SEO and leverage freely available tools, while examining YOUR website.

You will leave with a full toolbox and the skills and knowledge you need to maximize a multitude of freely available resources so that you are not locked into monthly fees. (We will introduce you to a few paid tools we feel are worth consideration.)

REGISTER TODAY

Convinced? Good. Send your in-house SEO to our 4-day intensive Launch Pad training and reap the benefits.

Visit:
<http://www.seoinhouse.com/launchpad>

Once you are registered, pre-event homework and other vital dates and prep information will be emailed.

We look forward to 4 days of incredibly intense, but incredibly powerful work!

Why Send People to this 4-day Intensive Training?

- **It's a hybrid SEO training and SEO Audit** by a company who works with big brands such as BusinessWeek, Plantronics, eBay and Salesforce.com.
- **There are only 12 people, all in-house SEOs.** This is intimate and discreet with dedicated, quality time to delve into your specific issues.
- **Want your in-house SEO to be doing even better?** An emphasis on best-practice, repeatable processes will change your results dramatically. This intensive training will put your in-house talent – and your results – at their highest level of performance.
- **We've all been to boondoggle conferences where learning is low on the priority list. This is not that kind of conference.** SEOs will be working intensively throughout each day and will bring vital knowledge back to their companies.
- **This is not a learn-and-leave kind of training - it's a relationship.** We talk prior to the course, during the course, and after the course.
- **The best SEOs need opportunities to grow even further.** This is not an SEO basics course or SEO 101. This program is for talented SEOs to take their work and their companies to the next level, with maximum efficiency and results.
- **You get training from in industry expert.** Jessica Bowman has implemented SEO in-house at Yahoo! Inc., Enterprise Rent-A-Car and Business.com.

What the Course Includes

- **30-minute one-on-one pre-session consultation** prior to the course with SEO expert Jessica Bowman.
- **5-10 hours of pre-event homework** and preparation.
- **4 days of intensive SEO training** – full immersion, 8:30 am – 7:00 pm (breakfast and lunch included).
- **1 private, 60-minute call to discuss questions** that arose when you presented the findings after returning from the course.
- **4 bi-weekly group Q&A sessions** in the weeks after the course.
- **Our recommended SEO Library** – We'll provide the books we feel should be on every in-house SEO's desk (so leave extra space in your suitcase).
- **The SEO tools you were trained on**, loaded and ready on your computer.
- **A comprehensive SEO toolbox** filled with checklists, worksheets, processes and documentation.
- **An actionable audit of your site** (performed by you during the course). This includes a set of action items and guidance for how to present the findings to the website stakeholders.

When: October 24-27

Where: Renaissance (Arboretum), Austin, TX

Cost: \$10,000 (\$8,500 for early bird registrations prior to Sept 30, 2011)

More information: www.seoinhouse.com/launchpad

What They Said...

"Jessica Bowman is the ultimate "SEO Therapist"...she puts a human voice to SEO that goes beyond "tech" to reach marketing and management..."
- Salesforce.com

"Jessica delivered an amazing training day; she has an engaging style of training and really knows her stuff. The training was great value for money because it was customized, in-depth and full of take-aways that have led to real SEO results. For example, we immediately implemented her link-building recommendations and got links from sites with pagerank 6 – and higher within a few weeks!"
- Billion dollar b2b manufacturer

"...clear and articulate presenter with the unique ability to come across as authoritative without using jargon that's not understood by the audience... In a space polluted with misinformation, it was invaluable having such an experienced authority to dispel the myths and ensure that our efforts would be fruitful.

Jessica prevented us from going down some potentially dangerous paths and quite literally shifted our focus 180 degrees once we learned how to view our product through SEO eyes. "
- Yahoo! Inc.

Letter to Managers

You may have to pick and choose carefully, which conferences to send your team to. While most conferences are light on training and big on networking – this one is different. Sure, valuable new relationships are built – but when there are only 11 other people in the room, you can be sure the training is deeper than anything else available.

This is a very intensive course, with total immersion in SEO. While it is 4 days of training, we ask that you block 6 days on the attendee's calendar because the training extends to the first 2 days after they return so that they maximize their new knowledge. We recommend that you participate in a few activities during these two days, so please make a little space in your calendar as well. After registration, we will let you know what this entails, but please set aside about 3-4 hours of your time to digest what your new Master SEO brings back.

Because this course is intense in terms of how much work they'll be doing and how much knowledge they'll be absorbing, please arrange for your attendee(s) to have a light workload while attending the training (the more they can be laser-focused on this intensive training instead of checking email throughout each day, the greater your ROI) and an easy return to the office – no major deadlines, deliverables or fire drills in the first few days. They will be full of excitement and brimming with ideas for your company and it will be in your best interest to let them organize their thoughts, notes and recommendations before they get back to the grind.

Your attendee will need some software and Firefox plug-ins installed prior to the course. We will send you this in advance, and it would be great if you can help move the necessary mountains to get these installed on their laptop so they are ready to begin on day one. If the person you send does not have a laptop, they will need a loaner. This is a "doing" class, not a sit-and-listen class. All attendees will be playing full-out, and that requires a laptop.

I plan to exceed your expectations and have your SEO return with more than your money's worth of ideas, action items and in-house SEO knowledge. If you have any questions, feel free to give me a call.

Look forward to checking out your site!
Cheers,

Jessica

Letter to Attendees

The ride is about to begin! This course will take all of your hard-won SEO skills and make you a Master SEO. You will be challenged to think about SEO longer and more intensely than ever before. Please plan your time so that you make the most of this 4-day intensive SEO training by checking out of work, and making it a priority to stay focused all day, from 8:30 am – 7:00pm. Don't worry, we strategically planned the day so that you can stay focused despite the long hours.

You need to block no less than 6 days on your calendar (outside of travel). This is 4 days of SEO training, and 2 days of work when you get back to the office. You also may want to brush up on your PowerPoint skills before you arrive, because you will want to give a presentation when you get back. After you register we'll give you the low-down on activities that you need to do before and after the event, so that you can arrange your schedule accordingly.

Do not take a long weekend after this training, unless you plan to be working. While your new knowledge is fresh, it's vital that you organize your thoughts, recommendations and plan for a presentation to the website stakeholders. During the training we prep you for your first two days after the course so that you work smarter and do not have a situation where you have so many ideas that you do not know where to begin.

Bring business cards. Our events tend to blossom SEO friendships. Expect to get to know people and their challenges intimately and expect to give as much as you receive. It's just the way we do things, and it works out quite well.

I look forward to meeting you in Austin!!
Best,

Jessica

Industry Expertise

Jessica Bowman, Founder and CEO of SEOinhouse.com, is a leading expert and advocate for in-house SEO. She is known for getting in-house SEO programs up and running quickly, systematically and profitably. She tells it like it is, with candid, realistic, scalable advice about SEO strategy and sustainable in-house SEO programs.

Some have called her the SEO-whisperer.

Identified as one of the industry's top in-house SEOs by Natural Search Blog, Jessica has built in-house SEO programs for Yahoo! Inc., Enterprise Rent-A-Car and Business.com

Jessica is a marketer who comes from an IT background, which gives her a different perspective on how to execute SEO by integrating into existing systems and processes. Her diverse experience in project management, website usability, and process analysis gives her the insight to ask the right questions, in the right order, to identify the best approach for implementing SEO at your company.

Jessica isn't just a "tech geek"...an international speaker and columnist, she fluently speaks to marketing in one sentence and the tech team in the next, bridging the gap between both SEO requirements and how marketing and IT need to work together.

Some have called her a marketing-to-IT translator.

Jessica's specialty is to help companies leverage their existing resources and talent. She determines what a company needs and doesn't need, identifies where the focus should be, points out what isn't worth the effort.

Do you see why Jessica is perfect to lead in-house SEOs through 4 intensive days at the SEO Launch Pad?

