

Internet Marketing at Grossmont College

<http://www.grossmont.edu>

You can set up a winning website that makes your business real money online... even if you know nothing about the Internet! During this class, you will learn how to:

- * Create a website designed for Search Engine Optimization (SEO)
- * Learn about domains, hosting and other key elements for a successful website
- * Build a site that converts traffic
- * Create navigation and content that is fresh and useful
- * Develop a brand that attracts users

Developed for those who already have a website or are just getting started, you will learn the basics of SEO -- how to enhance your website's rankings in the search engines so you will be one of the top choices when people are searching for what you have to offer. A few of the key lessons you will learn are how to:

- * Start with the basics: on-page and site elements
- * Research and apply keyword strategy
- * Optimize links
- * Establish a benchmark and understand your online competition
- * Analyze site architecture: what every web designer and web developer should know
- * Utilize web analytics to monitor your success

Any business that wants to attract new customers and build its sphere of influence needs to learn how to use social media effectively and responsibly. Social media can be a powerful tool for business owners who understand the technologies, how to use them, and how to interact with customers and consumers online. This class will answer the following questions:

- * Why social media? Why now?
- * How can social media help small businesses?
- * What are the pros and cons?
- * Is your business ready to engage with social media?
- * What are the best platforms (Facebook, MySpace, Twitter, YouTube) for small businesses?
- * How are other small businesses using social media?
- * What are the "Dos and Don'ts" of social media?