



LAST WEEK:
**LIVE DEMO OF DIFFERENT E-LEARNING
PLATFORM WE ARE USING.**



WORDPRESS





LESSON #9

E-Learning Promotion: Search Engine Marketing

E-Learning Promotions:
“Search Engine Marketing”



E-Learning Promotions:

“3 Important Parts of your Course Page”

KEY WORDS



 **COURSES**



Course Description



EXAMPLE TRAINING PROGRAM:

“Social Media Marketing Training Course”



EXAMPLE TRAINING OUTLINE:

“Social Media Marketing Training Course”



Course Outlines

Module #1: Facebook Marketing

Lesson #1 – Using Fanpages in promotions

Lesson #2 – Using Groups in promotions

Lesson #3 – Using FB Ads to reach target markets

Module #2: Twitter Marketing

Lesson #1 – How to use Hashtag to reach your market

Lesson #2 – How to Make your Hashtag Trend.

Lesson #3 --

Module #3: Instagram Marketing

Lesson #1 --

Lesson #2 --

Lesson #3 --



KEYWORDS

+Genesis Gmail Images  7

Google

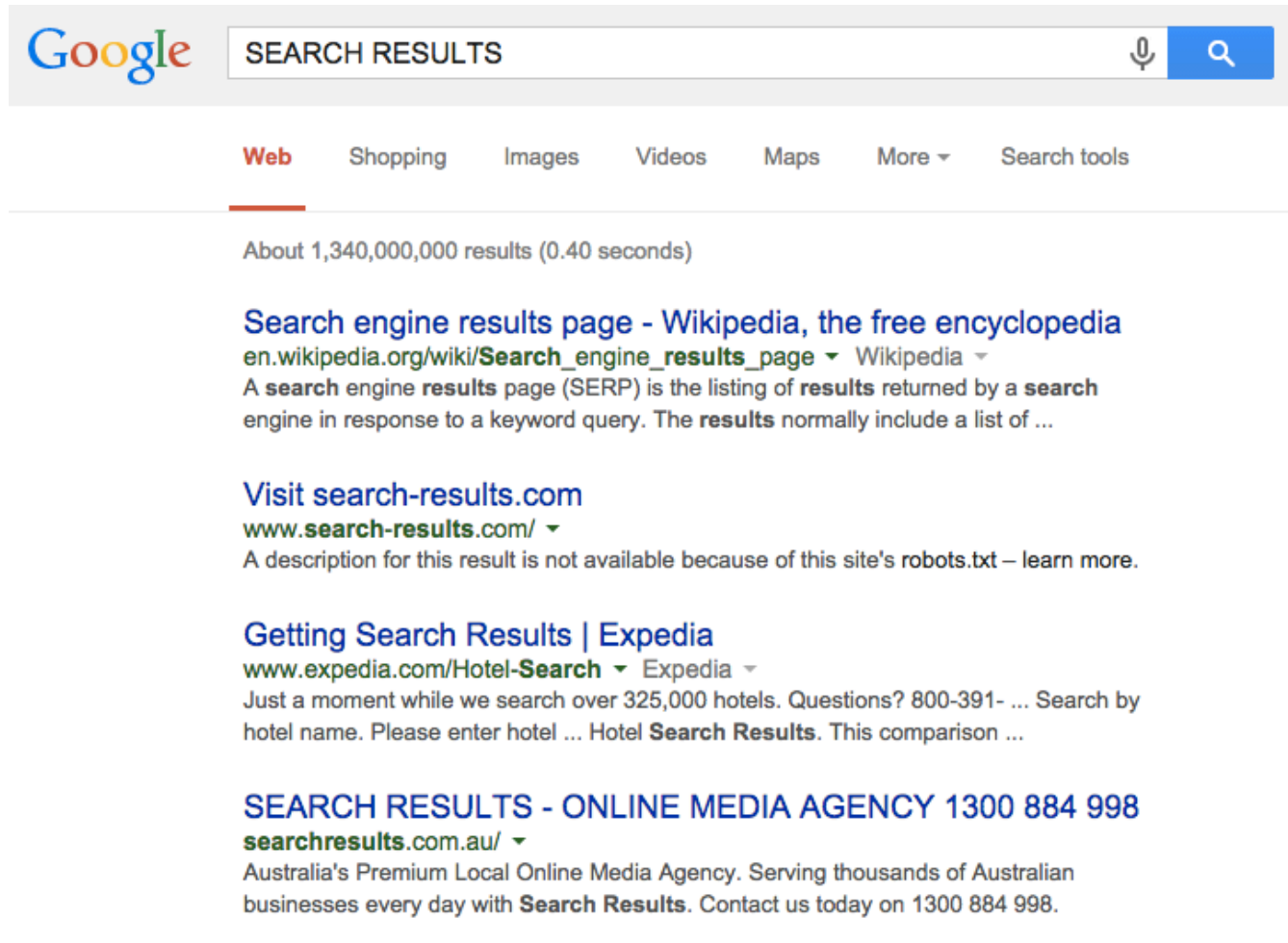


Google Search

I'm Feeling Lucky



KEYWORDS



The image shows a screenshot of a Google search results page. At the top, the Google logo is on the left, and the search bar contains the text 'SEARCH RESULTS'. To the right of the search bar are a microphone icon and a search button with a magnifying glass. Below the search bar, there are navigation tabs for 'Web', 'Shopping', 'Images', 'Videos', 'Maps', 'More', and 'Search tools'. The 'Web' tab is selected and underlined. Below the tabs, it says 'About 1,340,000,000 results (0.40 seconds)'. There are three search results listed:

- Search engine results page - Wikipedia, the free encyclopedia**
en.wikipedia.org/wiki/Search_engine_results_page ▾ Wikipedia ▾
A **search engine results page** (SERP) is the listing of **results** returned by a **search engine** in response to a keyword query. The **results** normally include a list of ...
- Visit search-results.com**
www.search-results.com/ ▾
A description for this result is not available because of this site's robots.txt – learn more.
- Getting Search Results | Expedia**
www.expedia.com/Hotel-Search ▾ Expedia ▾
Just a moment while we search over 325,000 hotels. Questions? 800-391- ... Search by hotel name. Please enter hotel ... Hotel **Search Results**. This comparison ...
- SEARCH RESULTS - ONLINE MEDIA AGENCY 1300 884 998**
searchresults.com.au/ ▾
Australia's Premium Local Online Media Agency. Serving thousands of Australian businesses every day with **Search Results**. Contact us today on 1300 884 998.



WHAT WORDS OR KEYWORDS MY POTENTIAL STUDENTS WILL USE WHEN THEY SEARCH?



EXAMPLE TRAINING OUTLINE:

“Social Media Marketing Training Course”



Course Outlines

Module #1: Facebook Marketing

Lesson #1 – Using Fanpages in promotions

Lesson #2 – Using Groups in promotions

Lesson #3 – Using FB Ads to reach target markets

Module #2: Twitter Marketing

Lesson #1 – How to use Hashtag to reach your market

Lesson #2 – How to Make your Hashtag Trend.

Lesson #3 --

Module #3: Instagram Marketing

Lesson #1 --

Lesson #2 --

Lesson #3 --



EXAMPLE TRAINING OUTLINE:

“Social Media Marketing Training Course”



Facebook Marketing Training
Facebook Marketing Course
Twitter Marketing Training
Twitter Hashtag Marketing
Instagram Marketing
And so on....





“Social Media Marketing Training Course”

(TOO GENERIC)

“4 weeks Social Media Marketing Training Course for Real Estate Professionals”

“Certified Social Media Marketing Training Program for Insurance Agents”





Course Description

[Social Media Training - Training & Marketing in social media ... bootcampdigital.com/](#) ▼

Boot Camp Digital provides **social media marketing training**, internet marketing training ... We'll create custom **training programs** for your organization with live ...
[Training - 2 Day Social Media Boot Camp - Online Social Media Training - Speaking](#)

KEYWORDS:

Facebook Marketing Training
Facebook Marketing Course
Twitter Marketing Training
Twitter Hashtag Marketing
Instagram Marketing
And so on....

DESCRIPTION:

This is a 6 weeks social media Training and certification program that will teach you Facebook marketing, Twitter Marketing & Instagram marketing.



KEY WORDS



COURSES



Course Description



WORDPRESS



“LIVE DEMO”



FINAL TIP

“Be consistent in posting blog post and articles. These will serve as a seed that you plant on search engines and will soon drive traffic and visitors to your e-Learning site”



NEXT WEEK'S LESSON...

“E-Learning Promotion & Student Interaction via Social Media ”



