

eBiz BOOT CAMP

Can you handle I.T.?

12 Hrs.
Three Sessions
**No Geek
Required**



CAN YOU HANDLE "I.T."? As in Internet Technology!

This in-depth course takes you through the process of creating, assembling, marketing and maintaining a website. Whether you have a site or are just getting started, this three session course totaling 12 hours of training will get you into shape to do battle on the internet.

Each session is four hours long and includes workbook materials. Every attendee will also receive up to 10 hours of one-on-one counseling time to use for specific training or technical assistance.

The course outline is listed below. This is our most popular class! Don't miss it!

Session One

- How the web works
- Hosting and URL's
- What you need and what it costs
- The Main Goals of Most Websites
- Establishing Credibility On Line
- Page Layout and Navigation
- Content and Security
- Shopping carts and taking payments
- Do's and Don'ts

Session Two

- Marketing - How to Get Found
- Key Words and Search Terms
- SEO, Blogs, Social Marketing
- Affiliate Marketing
- Pay Per Click Strategies
- Natural Placement—Google Love!

Session Three

- Monitoring Site Performance
- Getting a return for your investment
- Web analytics
- Monitoring Competition

What past students are saying about eBiz Bootcamp....

- "The class was beyond anything that I would have expected. This is by far the best training course I have attended..."
- "Bottom line, this is a great class."
- "Amazing at how beneficial and motivating this session is."
- "In class exercise was great!"
- "I look forward to this class every week!"
- "Useful hands-on web information today."
- "Never knew how much I didn't know."
- "This was very interesting and useful - I knew nothing about market data, marketing or selling on the web before this!"
- "...A great session...you do a fantastic job of bringing the technology to an understandable level."

View Past Attendee Websites:

- www.CulinaryCompanyOnline.com
- www.WagsInn.com
- www.GlamourOnMane.com
- www.OhioEnergy.org
- www.PlanesCompanies.com

Why you should attend...

- Open learning atmosphere allows sharing of ideas, not instructor lead lectures.
- Realize instant ROI with a working e-commerce plan upon completion.
- Develop long lasting relationships with companies attending eBiz Boot Camp creating your own support network
- Learn how to apply current technology and creative solutions to your business to improve sales, profits and customer service

Dates:

Dayton - Tuesdays, 8am - Noon*, May 5th - May 19th.

Locations:

Dayton, Ohio - Small Business Development Center,
3155 Research Blvd.

Cost:

\$499 per company for two participants.

Refresher Course Option

Have you already attended eBiz Bootcamp or eVantage? The web changes constantly! **Attendees of past courses can come to eBiz Boot Camp for a discounted price of \$199 per person.** (One-on-One Counseling not included.)

For more Info or to Register Now: 877-623-4653 or online at www.InternetSalesPlus.biz

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Ohio Small Business Development Centers

