

Essentials of Online Marketing



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Oxford e-Research Centre, 6 Keble Road, Oxford, OX1 3QG

Marketing your Website should be simple shouldn't it?

You probably understand your own business inside out, but there are so many different ways to promote your business online that the whole idea can be extremely confusing. In this presentation Jayne will explain many of the issues covering a range of subjects including Search Engine Optimisation (SEO), Google AdWords, Website Usability, Online Reputation and monitoring your website performance.

The event is free.

Members and non-members are very welcome.

Please just turn up.

Tea, coffee and a sandwich buffet are served from 7:00pm.



**For more information visit:
www.oxon.bcs.org**