

**MQA**  
APPROVED



# SEARCH ENGINE OPTIMIZATION

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Effective Internet Marketing Workshop (SEO and Adwords)  
by renown SEO Trainer **Asif Iqbal**

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**2nd & 3rd April 2010**

Four Points by Sheraton, Ebene

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Event organised by Multievents

# PROGRAM

REGISTRATION STARTS AT 8.00 TO 8.30 ON THE 26TH MARCH 2010

## ● DAY 1 ●

SEARCH ENGINE | 8.30 - 12.30 | TEA 10.30

- What is search engine?
- Why is search engine important?
- How search engine work?
- Difference in top search engine ranking criteria

SEARCH ENGINE OPTIMIZATION 12.30 - 17.00  
LUNCH 13.30 | TEA 13.30

- Keywords Selection Criteria
- Domain and Hosting related Issues
- On Page Optimization
- Keyword Placement and Formatting Technique
- Strategy for Internal Linking
- Developing Link Building Strategy
- Monitoring Your Right Competitors
- SEO Friendly Content Writing Techniques
- Optimizing & Compressing Your Website's Code
- Analyzing Your Website's Traffic
- Google optimization
- Yahoo optimization
- Msn optimization

## ● DAY 2 ●

BLOGGING | 08.30 - 12.30 |  
TEA BREAK 10.30

- What is blogging?
- Benefits of blogging?
- Effective use of blogging for your online marketing & PR
- Dos & Don'ts of Blogging

SPAM | 13.30 - 15.00 | TEA 15.00

- Overview of SPAM techniques
- Overview of White, Gray and Black Hat SEO
- Overview of Google SPAM Policy

GOOGLE ADWORDS |  
13.30 - 17.30 | TEA 15.00

- Overview of Google Adwords
- Difference between Organic and PPC
- Where PPC Campaign is effective!
- Establishing Google Adwords Account
- Geo Targeting

## Benefits

*The participants will gain:*

- Ability to Promote and Handle Own Websites in Search Engines like Google, Yahoo, Msn...
- Dos and Don'ts of Website Development and Designing
- Capability of Understanding Search Engine Workings
- Overview of Latest Search Engine Optimization Techniques
- Understanding of Online Marketing Strategies and Implementations
- Difference of Manual and Automated Submissions, Monitoring, Reporting
- Understanding of Business Oriented Websites
- Approaching to International Market
- Realizing the Power or Value of Internet
- Online Target Market Identification
- Identification of Competitors
- Understanding of Online Surfers Psychology

## Terms and Conditions of participation

### Registration

Reservations may be made by telephone/telefax/email but will only be confirmed upon receipt of the relevant registration form(s) and payment of the registration fee of Rs. 9,999/ per delegate.

Payment By Cheque: All cheques should be crossed, marked A/C payee only and made payable to "MULTIEVENTS LTD".

### Cancellation and Substitution Policy

A substitute delegate is welcome at any time at no extra charge if the registered participant is unable to attend. Cancellations received until March 18th, 2010 will be assessed a

Rs 1500/- administrative fee. 50% of the registration fee will be refunded for cancellations received from March 19th to March 24th 2010. 100% of the registration fee is applicable for cancellation received after 25th March 2010. This also applies to no show on the day of event. All notices of cancellation or replacements must be made in writing and acknowledged by Multievents Ltd. via email or fax.

### Programme Changes

Multievents Ltd reserves the right to amend or cancel the event due to unforeseen circumstances or 'force majeure'

## Who should attend?

- Marketing Executives:
- Webmasters
- Small Business Owners:
- Owners of e-Commerce Websites
- Website Designers
- SEO and SEM:
- Fresh Graduates

## Workshop Format

*The Workshop uses a Stimulating Mix of:*

- Instructions,
- Exercises
- Discussions,
- Quiz and
- Q&A

## Materials Provided

- Workshop Reference Manual
- Learning Pack
- Workshop Certificate signed by Asif IQBAL

## Scope & Objective

- Core Awareness of Search Engines and optimization of the Websites
- Get top positions with specific words on leading search engines and reach global audience
- Market your website/product internationally
- Experience the power of internet
- Freelance Working Facilities

## 5 Easy ways to register

- 1 Phone: +230 290 5050/0510/0282
- 2 Fax: +230 290 5060 (By completing the registration form)
- 3 Email: seo@multievents.mu
- 4 Website: www.multievents.mu
- 5 Post: Mail your completed registration form along with payment to: Multievents Ltd, Angle Rues Ritter et T.D'Arifat, Curepipe

## Speaker Profile ●●●

Asif Iqbal has been associated with eMarketing since 2001, with colossal & extensive experience of both Technical and Management, he is at present leading 5iCreations (Pvt.) Ltd. as Managing Director.

He had been serving in different multinational organizations for various positions for last 9 years, such as TradeKey (Pvt.)Ltd., Chillizone Limited, MegaMania Interactive Inc. and 3Sglobal, where he had established SEO Department from scratch and streamlined the operations.

Asif Iqbal has expertise to explore internet marketing very effectively and efficiently. He has successfully marketed and managed 100's of B2B and B2C web projects on internet for both foreign and local organizations. He is also a trainer and mentor, he has conducted many public speaking sessions, his creative instincts, outspoken and problem solving attitude gives him unique position among others.

### Registration Information

Address: Angle Rues Ritter et T. D'Arifat Curepipe

Tel: 290 5050/0510/0282 Fax: 290 6050

Email: [seo@multievents.mu](mailto:seo@multievents.mu)

Website: [www.multievents.mu](http://www.multievents.mu)

### About Multievents

Started in 2008, Multievents has since grown and continues to do so by 'Making the impossible possible'. That's our motto while producing events every year. Since 2008, we've been producing and managing corporate events, conferences, workshops & seminars and conventions for a wide array of clients. And our goal remains the same, to bring people together to share, learn, network, to inform, to inspire, to empower delegates, promote business and to build relationships, face-to-face. We offer timely business critical information, insights and analysis conducted by industry practitioners and academics to provide participants a well-balanced blend of theoretical fundamentals and practical applications over a wide array of professional topics.

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