

Why You Should Attend

1. Your website(s) will get more visitors.
2. You'll get more of the *right* visitors.
3. You will make more money.

Also...

Our classes are interactive and entertaining.

Bring your laptop! Wireless internet will be available.

All students get 25% off all future classes.

You won't have to hire someone to do this. Do it yourself!

If you do hire someone or outsource this, you'll understand what they should be doing.

Still not sure? Think about this...

On Google alone, over 2,900 searches are done *every second!*

Google is gaining 65 million *new users* per month.

Customers are searching.

Will they find you?

Who Should Attend?

1. Web Developers
2. Marketing Professionals
3. Businesses that have a website
4. Interested Individuals
5. And others...

About Hippo Internet Marketing

Hippo was started in 2003 in Asheville, NC.

From 2003 to 2007, Hippo has had great success with a wide variety of over 100 websites including Volvo Construction, The Eastern Band of Cherokee Indians, and many other external and internal projects.

In 2007, Hippo stopped taking new clients and relocated to the Charlotte area. Our focus is now on training.

About Corey Creed

Corey Creed is the president and lead trainer at Hippo Internet Marketing.

After finishing school in the Boston area, Corey spent over ten years in the New York City area, where he developed, coordinated, and conducted training for a large scale software implementation.

He started focusing on search engines and online marketing when he returned to Boston in 2002. In 2003, Corey started Hippo Internet Marketing in Asheville.

He now merges his passion for teaching and expertise in online marketing by teaching SEO and other topics.

Corey is a certified Google AdWords Professional and a member of the Search Marketing Association of North America & Search Engine Marketing Professional Organization.

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Class Selection Guide



Charlotte area
Internet Marketing
Training Classes

SPECIAL 2007 EVENT

What You Need to Know about Marketing Online

This is the one class every website owner, marketer, and developer should not miss.



In this class, we extract the most important aspects of each of our other beginner internet marketing classes. We then combine all these gems into an amazingly entertaining and highly interactive learning experience that will directly affect your bottom line.

Both beginners and experienced online marketers will benefit. You will learn industry "best practices" and how they interrelate.

Topics Include:

- The big picture of marketing online
- Budgeting your time and money when marketing online
- How to start manipulating Google
- Sure-fire methods for getting local visitors
- Blogging and Video Marketing 101
- Full review of your site (if desired)
- And more...

Length: 1 day (9:00 AM to 4:00 PM)

Cost: **\$129** Early Registration
\$198 Late Registration
(Additional Discounts may apply.)

NOTE: Price above is for 2007 only and subject to change.



Search Engine Optimization Best Practices Revealed

**Your potential customers use Google!
Are they finding you?
Or are they finding your competitors?**

Search Engine Optimization (SEO) is not that difficult. You can learn how to rank better and even beat the competition. This course will teach you what to do. It will also teach you what not to do. Your website rankings will improve.

Topics Include:

- Keyword research
- On-page factors
- Linking strategies
- Importance of relevant content
- SEO strategies to avoid like the plague!

Length: 2 days (9:00 AM to 4:00 PM)

Cost: \$698 Early Registration
\$798 Late Registration
(Additional Discounts may apply.)



Google AdWords Minimizing Costs, Maximizing Results

**Can you benefit from listing in Google's paid results?
Only if you do it right!
Otherwise, you'll pay too much
and see little or no return.**

This course will pay for itself over and over again. You'll learn the best ways to keep your costs down and yet maximize your visibility.

Learn from a certified Google AdWords Professional the tips and tricks to success.

Topics Include:

- Keyword Research secret tips
- Ad Writing
- Custom Landing Pages
- Bidding Strategies
- Conversion Tracking

Length: 2 days (9:00 AM to 4:00 PM)

Cost: \$698 Early Registration
\$798 Late Registration
(Additional Discounts may apply.)



BLOGGING What is it? Why do it? How to start!

**Why is blogging so powerful?
What's the best way to get started?
How will you market it once you're up and running?**

This class will get beginners on their feet. But it doesn't stop there. You'll learn how to get people looking at your blog too. Your online presence will never be the same after attending.

Topics Include:

- Why is blogging important for my business?
- Blogging software & tools
- What to blog about
- How to get your blog noticed and linked to
- How to fit your blog into your overall marketing strategy

Length: 1 day (9:00 AM to 4:00 PM)

Cost: \$399 Early Registration
\$475 Late Registration
(Additional Discounts may apply.)

Future Classes Coming Soon...

- Email Newsletter Marketing done right
- Marketing Locally on the World Wide Web
- Understanding Web Analytics
- Yahoo Search Marketing Training
- Advanced link building & content creation
- And many more...



Register Online Today!

We are continuing to add new classes and locations.

Learn more about the classes we are currently offering. Also, be sure to sign up for our newsletter to get a complimentary blueprint on how to market your website online!

www.HippoIMT.com