

Helping you develop your business

# Search Engines Masterclass

**When Internet users want to find a site it's the search engines they turn to . . .**

## What the people say

### What can it teach me?

It does not matter how much time and money you spend on designing your website, unless the would-be customers you are aiming at know it's there you might just as well not bother.

Not many people are going to happen upon your site among the many millions on the Internet. Most users will get there by using search engines.

So it is vital that you set up and operate your Internet presence in a way that yours is one of the first sites that a search will throw up.

It is not easy, but it is possible. It is largely a matter of knowing how to tackle the issue and recognising it is an ongoing commitment if you want to keep up with the leaders.

In this Masterclass Dean Maragh shows you how it's done, using the wealth of experience that has helped his e-tail company [www.the-watershed.co.uk](http://www.the-watershed.co.uk) become a leader in its field (just type "buy Spraydecks" into Google to see where one of Dean's main products is ranked). Learn about the importance of keywords and phrases — how to choose the right ones and how to use them.

Find how to decide which search engines are best for your site, what they are looking for and how to register your site with them in the most effective way.

Then check your site's position in the ratings, and discover how to make sure it doesn't fall over time.

Some of the comments from people who attended a previous search-engines Masterclass with Dean Maragh:

*"Very interesting, relevant and simple to understand"*

*"Excellent!"*

*"It was really relevant! I'll go and check up on what my web site is doing"*

*✓ Worth every penny and geared at the right speed for 3 very different people ✓*

*- Allena Clarke  
Allena Clarke Appointments*

*"Very useful and educational"*

*"A very useful session which reinforced the need for appropriate keywords and relevance"*

### The Masterclass Leader

The Masterclass will be led by **Dean Maragh** who runs a successful e-tail business - [www.the-watershed.co.uk](http://www.the-watershed.co.uk) as well as being a qualified business adviser.

Dean helps and advises SMEs on their e-business development and is keen for businesses to recognise how important it is to invest time in promoting their web site both on-line and off-line.

### The next step

Enrolling to take part in this Masterclass is simple and straightforward — and you have three ways of contacting us.

- Email [Andy@the-watershed.co.uk](mailto:Andy@the-watershed.co.uk)
- Telephone 0800 068 0897
- Return the enclosed faxback



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