

*Introduction To The Most Stimulating
Exciting Internet Workshop You Could
Wish To Attend ...But only if you enjoy
hard work and challenges that create
more profit making opportunities than
you can possibly imagine*

- ✚ We learned from others who succeeded before us
- ✚ We are now prepared to help those who wish to succeed on the Internet.

Be Warned

- ✚ There are no 5 minute get rich schemes involved here. We show you exactly what you have to do in detail to succeed but then ... it is up to you.
- ✚ We do not solicit for any future business. We believe strongly that the only way to succeed on the web is to know how to do things yourself. This is important if you also wish to manage others to success rather than do it yourself

Cost: R2,000 per head.

You get Tony Roocroft's 3 pdf books on CD, refreshments, and snack lunch on both days.

You do NOT get a certificate ... just great techniques learned over a solid intense 10 hours spread over 2 days to make it easier on you and me.

We would enjoy having you join our select little band of successful Internet marketers ... yes we are a real minority.

Introduction to full day SEOZA.com Workshop

A leading internet marketer based in USA recently carried out a survey which indicated the following:

- ✚ 26% of all potential web marketing candidates wanted step by step "How to" advice in getting started
- ✚ 23% of web marketing candidates wanted the easiest and cheapest way to build a top selling web site
- ✚ 19% of web marketing aspirants wanted help in finding affordable software to run their business
- ✚ 17% wanted to know how to get top search engine rankings to progress their web marketing efforts
- ✚ 13% were looking to learn the secrets of creating good copy to enhance their web marketing efforts

That's just the candidate list we are looking to assist Because that's what we wanted in 2000 when we set out to teach ourselves.

If you think you are strategically ready consider the following

- ✚ Do you have an internet web marketing passion?
- ✚ Do you want to succeed and profit from internet marketing?
- ✚ Big or small it does not matter. Save yourself or your organisation thousands of hours of internet marketing research and **many** R 000's on wasted internet marketing effort and schemes.
- ✚ Seize an opportunity to compete successfully in internet marketing anywhere in the world.
- ✚ Grab your share of a massive and growing world-wide purchasing community, hungry for information, desperate for products which work and service that is real, honest and reliable.

DIY Web Marketing and SEO For SME's - 2004 Workshop

To be highly successful in internet marketing all you need is:

- ✚ A product or service which provides BENEFITS to users
- ✚ A web site or internet marketing presence that attracts LARGE numbers of visitors
- ✚ A web site layout and design which inevitably persuades complete strangers to do what you want them to do
- ✚ that's all and it is easier than you think and you will thrive on it promised and guaranteed.

Who should attend?

You as an individual, a work-from-home mom, an entrepreneur, a managing director, president or owner of a small, large or medium sized business, a traditional web site designer, or marketing manager. In fact anyone and everyone because the web is the future of business and the source of major opportunities. You must be the one to BENEFIT first and foremost. You can only be sure of this by being in TOTAL control.

Hi Tony,

Thank you so much for Friday it was FANTASTIC. I am chomping at the bit to get in there and start the ball rolling. I had so many questions to ask and a lot of "links" in my brain that did not gel. All my questions were answered and I feel very confident that with the information you shared I will be able to go out there and make a success of anything I try. You imparted your knowledge to us in such a way that it was not "text book style" but through your experiences which we were all able to relate to.

Thank you very much, I am sure I will be contacting you soon.

Regards

Pam Love
Marketing
paml@huthwaiteafrica.co.za

Full day (10 hours) SEOZA Workshop ... we are completely flexible and as far as possible we use your real life situations as the backbone to the workshop. Live internet connection and exposure to certain web tools is critical to full understanding and practice

- ✚ The workshop focuses upon one thing and one thing only making web sites and internet marketing work for YOU by giving YOU total control of the web design, and internet marketing implementation process.
- ✚ The workshop will dramatically improve your search engine presence and your internet marketing skills without doubt so long as you apply yourself to the work involved There are no 5 minute wonders to success, just lots of hard work ... resulting in great benefits. YOU will BENEFIT financially quickly and on an ongoing basis from your very own low cost internet marketing efforts. Yes ...Benefit from this internet marketing workshop by **learning to do virtually everything yourself. Learn ...**

- ✚ How to design web sites for search engines in order to attract many many thousands of highly targeted visitors (not casual surfers) through achieving highly ranked search results (called SERPs). If you have never got involved in web design before you will be amazed at how easy it really is to create winning webs. You will never again pay exorbitant web design prices - I should really say rip-offs. I know because I now do all my web sites myself and I attract thousands of visitors per day to these web sites.
- ✚ How to layout web pages for impact and success while maintaining a very low cost
- ✚ How to discover the size of the market you are targeting
- ✚ How to discover the extent of competition in the market you are targeting
- ✚ How to learn what if any special techniques your competitors are using to gain highly ranked search engine placings
- ✚ How to learn valuable internet marketing intelligence from visiting your competitors' web sites
- ✚ Which are the most important web search engines to target and why this is so.
- ✚ How to capitalise from misspellings, localised spellings and localised idioms
- ✚ How to use a site map to benefit your search engine presence
- ✚ How to maximise the benefit from on and off web page factors
- ✚ How to design for frequent, quick and easy updating of web pages
- ✚ How to benefit from creating many web pages for the same web site without using any spamming techniques in such a way the process is done quickly and easily (my personal record is 35 pages of full content web pages in 1 hou)
- ✚ How to place keywords and keyword phrases appropriately and correctly on web pages without resorting to trickery of any kind and which will contribute dramatically to improved SERPs on Google and other search engines
- ✚ How to write, create and use linking structures to provide ongoing growth opportunities
- ✚ How to effectively seek out link partners
- ✚ How to create web pages and designs that can be done quickly, easily, and effectively by individuals who are not graphic artists.
- ✚ How to choose to do every aspect of web design and internet marketing yourself or learn enough to thoroughly and competently guide others to be effective web designers and marketers.
- ✚ How to avoid domain registration problems and learn who the lowest cost reliable registrars are.
- ✚ How to ensure you are never at the mercy of your host or domain registration company.
- ✚ How to choose good hosting companies and how to avoid the hosts from Hell
- ✚ How to use Mind Maps for recall and web site planning and marketing purposes
- ✚ How to become a power e mail user
- ✚ How to become a power Google searcher
- ✚ How to search Google, Teoma, Inktomi efficiently and quickly
- ✚ How to check rankings of your SERPs quickly and automatically
- ✚ How to write effective copy on web pages
- ✚ How to write sales landing pages

- ✚ How to understand Google PageRank as well as Hilltop and how it impacts upon your SERPs
- ✚ How to check web pages for errors and bad linkings
- ✚ How to exploit permission internet marketing strategies
- ✚ How to use autoresponder and web forms to make web sites interactive
- ✚ How to create and mail HTML newsletters
- ✚ How to benefit from internet marketing newsletters
- ✚ Links to all the best and right tools for the job to become a serious search engine optimiser/marketer
- ✚ How to create your own fully fledged professional web directory to increase traffic further
- ✚ How to benefit from worldwide affiliate marketing schemes and where and how to find the best ones
- ✚ How to make affiliate schemes work
- ✚ Pay per click advertising with reference to Google Adwords ... avoid wasting lots of money.
- ✚ Know how to make Google work for you and pay you money
- ✚ How to become a blogger and why
- ✚ How to create low cost shopping websites
- ✚ How to create, maintain and control electronic download goods sites for no up-front cost and how to prepare electronic information products for the internet
- ✚ How to create your own professional, low cost, emailable, small file size, always up-to-date catalogue in house for next to nothing

Background to the workshop

Successful workshops are based upon practical experience and success in the field not just talk and theoretical approaches to possible success.

All the above internet marketing we learned to implement from others who had become successful before us. We have bought \$000's of internet marketing resources over 5 years. We have read, studied and continue to read countless internet marketing newsletters, internet marketing books, internet marketing magazines and internet marketing software items. We have become successful by JUST DOING it.

We made many internet marketing mistakes along the way. From these mistakes We learned some of the most valuable internet marketing lessons.

The proof of the pudding is in the eating ... We have many thousands of highly ranked SERPs on Google and Yahoo. We have hundreds if not thousands of number 1 positions and in one case all top 10 SERPs on an important search engine. The search was based upon an important keyword for which there was a considerable of competition.

Websites must make you money not cost you money. Everyone of our 30+ websites makes profits

IMPORTANT

This workshop does not advocate using any techniques frowned upon by search engines or by reputable web marketers.

The techniques explained are all designed to be search engine friendly and geared towards making web sites appealing to REAL PEOPLE - after all this should be the SOLE objective of your web marketing presence.

You get Tony Roocroft's 300+ page pdf book "DIY SEO and Internet Marketing" on CD as part of the R2,000 workshop fee

Contact us ...

By telephone 011-454-0105 or [SEOZA's website](#) or by [E mail](#)