

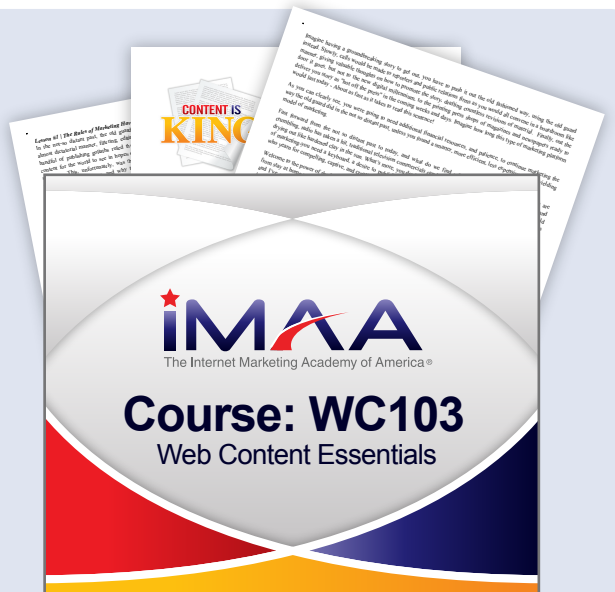


Course: WC103 | Introduction to Keywords

Web Content Essentials (WC103) teaches fundamental strategies for developing incredibly rich, vibrant, and highly essential web content that's absolutely vital for creating unprecedented levels of online visibility, transparency and brand awareness. Search engines thrive on web content, especially when it's well-written, educational, and highly engaging, and you'll learn all the different types of content and how to develop it when enrolling in Web Content Essentials (WC103) from the IMAA. Want to drive serious traffic to websites, then it's time to grab the IMAA playbook on developing content that's truly second to none, which starts by learning the more than fifteen different types of content you need to be developing right now!

Notable Topics Covered in this Course Include the Following:

- The Rules of Marketing have Forever Changed!
- The Essentials of Web Copy | Part I
- The Essentials of Web Copy | Part II
- Personal & Business Blogs and Microblogs
- Article Marketing
- Press Releases
- White Papers and Publishing Portals
- Videos, Audio, eBooks, and Visual Files
- Social Media Profiles and Postings and Forums
- Newsletters and Webinars
- And Much More!



7 Reasons to Choose the IMAA as Your Search Engine Marketing Training Partner:

- 1. Industry Leading SEO Educational Content that's Second to None**
- 2. Cutting Edge Strategies for Achieving Rapid Page 1 Rankings with the Search Engines**
- 3. Proven Concepts and Strategies for Dominating the Competition**
- 4. Easy-to-Use and Implement Tactics Developed by Expert Online Marketers**
- 5. See Real Online Marketing Results in as Little as One Hour!**
- 6. YOU become an Internet Marketing Expert in No Time at All**
- 7. Knowledge gained that will last a LIFETIME!**

Enroll Now!

Enroll Today with the IMAA and Start Seeing Online Marketing Results in as Little as ONE HOUR!