

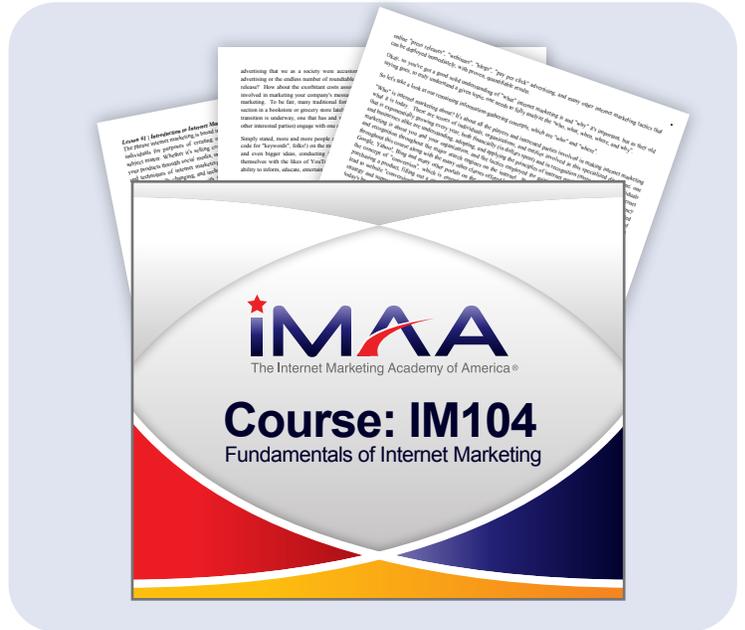


## Course: IM104 | Fundamentals of Internet Marketing

**Fundamentals of Internet Marketing (IM104)** provides an incredibly detailed and comprehensive overview of all important elements for effectively designing, developing, and deploying highly successful, measurable and profitable online marketing campaigns. You'll be introduced to core concepts of what Internet marketing is really all about, how human behavior dictates an individual's mindset when conducting Internet searches, organic and natural searches vs. paid and sponsored searches, how to pick and choose domain names, the value of Content Management Systems (CMS), finding valuable backlinks, along with literally dozens of other important concepts and strategies. The Fundamentals of Internet Marketing (IM104) is a must-have course for anyone serious about being the very best Internet marketer they can be.

### **Notable Topics Covered in this Course Include the Following:**

- Introduction to Internet Marketing
- The Power of Google
- Interpreting Human Internet Search Behavior and SERP
- Organic Search Engine Results
- Content Management Systems
- Directories
- Getting a website "indexed" with the Major Search Engines
- Securing a Great Domain Name
- Making Google your Friend
- Legal Issues in Internet Marketing & 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!**