



E-Web University Launches Free Educational Service for Australian Businesses

In pursuit of its company vision to share HSF (Happiness, Success and Fun) with people and businesses in Australia and around the world, Sydney search marketing agency E-Web Marketing has announced it will be offering a series of ongoing seminars and workshops aimed at educating business owners and managers about Internet marketing.

The company has hosted educational workshops before, with past events covering mobile marketing and B2B social media, among others. Inspired by the success of these events, and the positive feedback from clients and guests in attendance, E-Web Marketing is launching E-Web University, a new service focused entirely on online business education.

The majority of events will be free for anyone to attend, with a select few reserved for E-Web clients only. Details about each upcoming seminar will be sent to the members of the E-Web University mailing list (sign up here to be informed and receive priority seating), and also at online portal EventBrite.

The next workshop is The NEW SCHOOL of SEO, where attendees will learn how to adapt their websites to Google's latest major algorithm updates: Panda, Penguin and Google+. Topics covered:

What Pandas and Penguins have in common Do Penguins really have 'Happy Feet'? So a Panda ate your bamboo website... Now what? What is the square root of Google+? How to make like a tree and (b)logThis event will be held on Wednesday, May 30, 2012 from 8am to 9am, at Level 2, 20 Chandos St, St Leonards. Coffee, fruit and a selection of breakfast pastries will be provided to attendees. Speakers will be Jeff Yang (E-Web's Director of Search & Digital Marketing) and Matthew Forzan (E-Web's Director of Search Engine Optimisation).

Registration for the The NEW SCHOOL of SEO workshop can be made here.

Contacts

Alisha Young
9438 5633
mailto:alisha@ewebmarketing.com.au