

Sample Training Outline



Session	Detail	Duration & Deliverables
Training Presentation	Technical: How Google works, what technical obstacles we found on your website, and best practices for prioritization and ongoing implementation / optimization.	1.5-hour video conference training followed up with a PDF version of the presentation and a recording of the session. All technical audit details will be included in training materials.
Training Presentation	Relevancy: What elements are important to improve on-page relevancy, and best practices to optimize both existing and newly created website assets.	1.5-hour video conference training followed up with a PDF version of the presentation and a recording of the session.
Training Presentation	Authority: Why both internal and external linking is critical, and best practices for ongoing authority building.	1.5-hour video conference training followed up with a PDF version of the presentation and a recording of the session.
Training Presentation	Email: An overview of email best practices, creating an email strategy, evaluation of current program with recommendations on content.	1.5-hour video conference training followed up with a PDF version of the presentation and a recording of the session.
Workshop Session	Workflows and content: An overview of recommended tools, and a hands-on exercise on creating content and the development of workflows by segment group.	1.5-hour video conference training followed up with a PDF version of the presentation and a recording of the session.
Interactive Workbook	Workbook Workbook that aligns with the content of the workshops.	Presented in an interactive .pdf format. Workbook will cover both SEO and Email with checklists and tactical planning guidance.
Online assessment	Digital Marketing Assessment Survey to determine skills gaps to prioritize training.	Online survey with aggregate scores to be presented to the team and used in the SEO training.

Training Instructor

Mike Huber

Founder Digital 1st Marketing



Mike is frequently speaking at conferences about digital marketing, doing ½ day workshops and focused talks on digital strategy, content creation, video marketing, link building, SEO, website migration and other digital marketing topics.

He also spends time training internal marketing teams about the customer journey and how to align resources and budgets to transform business.