

Want More Traffic in 2013? Marketing Experts search marketing PROS Offers SEO Training Course

/EINPresswire.com/ How can businesses grab more sales and clients in 2013? By learning SEO. Marketing experts, search marketing PROS, has convenient online SEO courses coming up starting March 4, 2013.

Recently comScore, a leader in measuring the digital world, reported that 2012 US online holiday sales reached a record of \$42.3 billion – marking a significant 14 percent growth over 2011 holiday spending.

Which prompts the question: How can you grab more online sales for your website or possibly client's sites in 2013? Sometimes a little knowledge goes a long way. High search engine rankings can help to pull in more traffic and sales; to obtain them one can learn search engine optimization (SEO).



Who should take an [online SEO training course](#)? IT professionals, webmasters and small business owners worldwide attend courses online. Many students are web designers who would like to expand their services offered (and profits) by offering SEO. Some represent big business, or small business, and some may have their own business site that they would like to rank better.

A fast-paced six week online SEO course is taught by Cindy McMahan from search marketing PROS, a search marketing firm that's been around over 14 years, and is offered through eclasses.org. McMahan reports: "We use the highly rated [Planet Ocean eBook](#), "The Unfair Advantage of Winning the Search Engine Wars" and their monthly subscription which provides up-to-the-minute SEO information."

SEO course subjects include: developing an SEO plan, studying the competition, and how to obtain those critical inlinks. This year there's an expanded schedule of SEO course offerings. Starting dates for an [upcoming online SEO course](#) the next three months are: March 4, 2013, April 29, 2013 and June 10, 2013.

During the SEO course students receive reading assignments, take in online lectures, visit resource links, receive individual feedback each week for their six assignments, plus have the opportunity to ask lots of questions.

The SEO class is just one of 60 courses offered by eclasses.org - where over 45,000 students have taken online classes and you can work toward four different web study certificates. Registration is now open.

About search marketing PROS:

search marketing PROS specializes in helping small business harness the power of the Internet through SEO and online advertising. They also offer online search marketing training and online promotion training which includes an overview of social media, PPC, online videos and blogging.

For over 14 years search marketing PROS has followed the mantra that "Our Client's Success is Our Success". It's a notable accomplishment for any small agency today to be in business that long; but especially noteworthy in this case, since they've been helping business clients and organizations find their own online success and grow.

Media Contact:
Cindy McMahan
search marketing PROS
951-637-9561
<http://www.searchmarketingpros.com>

Press Release courtesy of Online PR Media: <http://bit.ly/13Kljnd>

This press release can be viewed online at: <https://www.einpresswire.com/article/138793662>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.