



# THE SECRET OF HOW TO BE ON THE FIRST PAGE OF GOOGLE!

BY MAY KING TSANG  
Digital Coach, Business Mentor,  
Digital Skills Speaker and Team Leader - Google

SATURDAY, 21 JULY 2018  
12.00 PM - 04.00 PM

In association with:



Contact: 01955680756  
tawseef@bangladeshbrandforum.com

Bangladesh Brand Forum (BBF)  
Advanced Centre, Level-3, 176 Gulshan Avenue  
Gulshan North, Dhaka 1212, Bangladesh



## MAY KING TSANG

Google Trainer, UK

May King founded MayKing Tea in 2010 in the UK, moved to Australia and built her business from scratch there for 6 years, before returning to the UK September 2016. With a focused strategy in rebuilding her UK business, within 18 months, she appeared on Television, Radio, Magazines and Podcasts, and was headhunted by Google to represent them on their #DigitalGarage project.

She is a Business Mentor for small businesses and an International Speaker on Digital Marketing focusing on Social Media Marketing, Personal Branding, Social Media Strategy and Search Engine Optimization.

## SEARCH ENGINE OPTIMISATION DEMYSTIFIED

The biggest question that most business owners ask is how to get onto page one of Google (and other search engines). This is known as Search Engine Optimisation. There are companies that charge a small fortune as they claim to know the magic formula to get you there, but can they help you to stay there? This course will outline some of the strategies business owners can do themselves without paying SEO companies thousands.

The session will include:

- What is Search Engine Optimisation?
  - Think like a customer
  - Paid Search / Organic Search
  - How does your site rank?
- Understanding SEO speak
  - Keywords
  - Content
  - Inbound links and Internal Links
- SEO Tools
  - Google Trends
  - Google Analytics
  - Keyword Planner
- SEO Good Practice
  - Relevant Content
  - Updated Website and Online Presence
  - Reviews
- Summary
  - Q&A
  - Additional Resources
  - Further learning

## PREREQUISITE & PREPARATION

This workshop is for beginners. Please bring your laptop with you to class. We will be working on our accounts through various exercises during class.

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**COST: BDT 5,000/- (+VAT)**