

ONLINE SELLER *UK*

Digital Marketing Events,
Training & Consultancy



ECOMMERCE AND DIGITAL MARKETING TRAINING COURSES



A selection of companies we have worked with:



ONLINE SELLER **UK**

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Training & Consultancy

We are a member of



AMAZON MASTERCLASS	4
PROFESSIONAL AMAZON SELLER TRAINING	8
AMAZON VENDOR MASTERCLASS TRAINING COURSE	10
AMAZON MARKETING SERVICES & SEO TRAINING COURSE	12
EMAIL MARKETING AND MAILCHIMP TRAINING	14
EBAY MASTERCLASS TRAINING	16
EBAY TRAINING FOR PROFESSIONAL SELLERS	18
GOOGLE ADWORDS TRAINING	20
GOOGLE ADWORDS ADVANCED	24
GOOGLE ANALYTICS TRAINING	26
GOOGLE PPC FOR ECOMMERCE (GOOGLE SHOPPING) TRAINING	28
DIGITAL MARKETING PLANNING FAST-TRACK 1 DAY TRAINING	30
CONTENT MARKETING	32
SEO FUNDAMENTALS	33

Introducing Online Seller UK

Online Seller UK is a national training organisation unlike any other. In addition to offering fourteen different training sessions, workshops and masterclasses, we also provide the opportunity for you to network with suppliers and other sellers with a range of meet ups in seven cities in England and Wales.

Our courses are aimed at online retailers and website owners who are looking to build more effective eCommerce, eBay and Amazon stores; and for those who want to increase exposure for their brand, products or business.

Originally founded in 2009 in Cardiff, Prabhat Shah holds a Diploma in Digital Marketing; holds an MBA; is a member of the Chartered Institute of Marketing; and is a qualified training practitioner.

In addition to this, he consults several businesses on a daily basis and has real-world experience in every aspect that we deliver courses on. As the author of all of our training courses he is perfectly qualified to help develop your skills and help your business grow.

Our courses are aimed at small and growing sellers, and attendees of our courses include: Boohoo, Liverpool Airport, Promethean, Cardiff Castle, IOP Publishing, Manchester Metropolitan University, Able World, Ntrusted, Chetham's School of Music, Monkey Forest, Wilson and Cook, and more.

Every course is delivered on a public schedule that you can find on our website - **www.onlineselleruk.com**. In addition to this we can also deliver courses in-house or with bespoke content.



Prabhat

Prabhat Shah
Founder Director



Amazon Masterclass



Book Online: <https://bit.ly/2vHoV4n>

Course Outline

Amazon marketplace has brought great opportunity and growth to lots of businesses in the UK and the same can also apply to your business. This course helps you explore the untapped potential to grow your business with Amazon. In this informative session, we will share our experience of working with many successful UK Amazon sellers and will share proven methods of being successful on Amazon.

This is a perfect workshop for growing online businesses aiming to improve performance and expand globally. It is tailored to suit your business needs and there will be an opportunity to discuss your individual business plan. You will leave with a prepared action plan to start & grow your business with Amazon.

Key areas of the workshop will include:

- Amazon product listing optimisation
- Product differentiation – bundles and multibuy
- Amazon SEO best practices
- Amazon Sales growth tools for advanced sellers
- Amazon business reports best practices
- How the Buy Box works?
- Amazon repricing – tools and strategies
- Amazon account health check
- How to improve Amazon product reviews?
- Amazon Marketing Services: Sponsored Ads and Headline Search
- Amazon Marketing Services Progressive plan
- 3 PL UK Fulfilment Centres vs Offshore Fulfilment Centres
- Amazon Global Selling – listing your products on Amazon EU and the USA



Nadine
Dovetail Games

Great refresher of what I had learned years back. Good hands-on examples were showcased making it easier to understand all information that was being presented. I have come away with a great understanding of Amazon and also feel that I can contact Prabhat in the future should I have any further questions.



- Amazon FBA, Pan Europe and the USA
- Multiple shipping settings – UK and international
- Localising your Amazon Listings on the international marketplace
- Minimising currency risk when you sell in Europe
- Introduction to Amazon Vendor Central
- Product sourcing best practices
- Introduction to tariff codes, import duty, taxes and restrictions
- Introduction to logistics – FOB, CIF, Ex Works
- Financial sound check – taxation and VAT

Prerequisites for this course

This masterclass is aimed at experienced Amazon sellers and typically delegates have experience of trading on Amazon in some capacity. Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

ONLINE SELLER **UK**

Digital Marketing Events, Training & Consultancy

We are specialists on Amazon with 10 years of working experience. We have worked with some the very successful sellers in the UK / internationally and have proven successful track record.

MARKETPLACE SERVICES

We take time to understand your business and create a bespoke service that suits your business at a reasonable price. We work with both Amazon Seller Central and Vendor Central and our core services includes:

- ✓ Monthly Amazon Management service
- ✓ One day or monthly consulting

Whichever service you choose, our aim is to help you grow your sales. Here's a list of things we cover:

- ✓ Create Amazon stores and Amazon A+ pages
- ✓ Create SEO friendly Amazon listings
- ✓ Import your listings from eBay to Amazon
- ✓ Audit your account, analyse your competitors and create a report
- ✓ Optimise your existing Amazon product listings
- ✓ Integrate your Amazon & eBay with a multichannel inventory system
- ✓ Create and manage Sponsored Ads, Headline Search and Product Display Ads
- ✓ Amazon suspension appeal & category ungating
- ✓ Plan your cross border trade
- ✓ Translate your listings in local language



What client say...

Prabhat's Amazon training was detailed and tailored to suit our needs as a business. He was extremely knowledgeable and able to answer any questions that we had throughout the training session. As a company we learnt a great deal and I would not hesitate to recommend his services.



Marie Sinclair
Tazaki Foods Ltd, London

We would love to help you grow your presence on UK or global marketplaces



Contact: Prabhat Shah

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Email: ps@onlineselleruk.com

www.onlineselleruk.com

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OUR CLIENTS



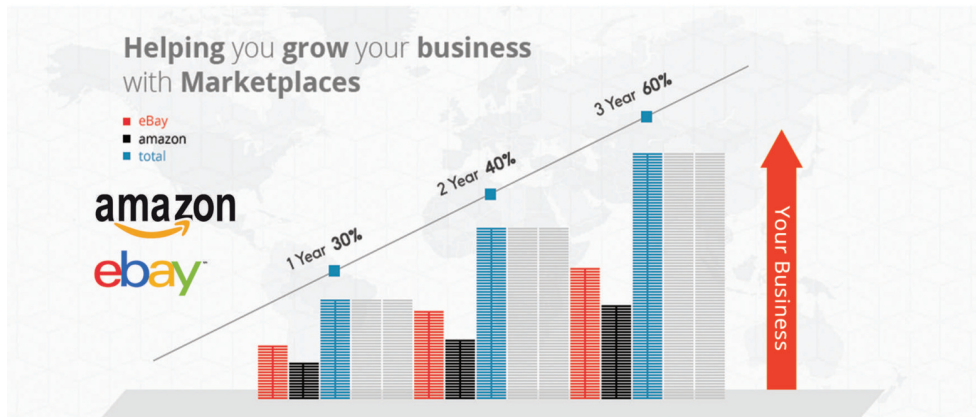
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WHAT OUR CLIENTS SAY

“Prabhat came to our offices and delivered an exceptional Amazon training workshop. The content was tailored specifically to our needs and we left feeling enlightened, positive and extremely optimistic with the new found skills we had gained.

- Will Hayes, Head of Ecommerce - Legend Products Group

LEGEND

“An Excellent amazon course with real, tangible insights that you can take away and use immediately.

- Siu L Wong, Online Marketing Executive, JGM Agency

jgm

“On amazon optimisation training prabhat came up with an impressive range of straightforward, actionable recommendations.

- Ian Heywood, Founder, The Competition Agency

The Competition Agency



Professional Amazon Seller Training



Book Online: <https://bit.ly/2Fd4snC>



Course Outline

In the UK, the marketplace industry is dominated by Amazon and eBay – and Amazon is a huge force throughout Europe and the rest of the world. Selling on marketplaces can be a cost-effective way to attract new business as the marketplaces already have an active customer base looking for your products.

This comprehensive course is aimed at new and early-stage sellers and will give you excellent tools and skills that you can implement immediately into your business. Each session is tailored to the experience and sectors of the attendees giving a truly personalised training session and you will take away an action plan to grow your business.

We'll cover how to establish a successful supply chain in the UK, and we will connect you to our trusted sourcing partners here in the UK to give you specialist advice on sourcing low-cost stock from the Far East as a potentially more profitable route than Alibaba.

Key areas of the workshop will include:

- Amazon Store Setup FAQs
- Getting Amazon Category Approval
- Creating a new product listing
- Listing existing product on Amazon
- Amazon bulk listing via CSV file
- Product listing best practices
- How to get product reviews?
- Amazon products launch best practices
- Amazon policies and avoiding suspensions
- Amazon account health check
- Using the business report to make strategic decisions
- Product Merchandising – vouchers, lightning deals
- Pros and cons – Retail arbitrage and drop shipping



LEDHUT 
The lighting store that saves you more

Laura
Ledhut

Prahbat is incredibly knowledgeable about Amazon, outlining key areas such as sponsored listings, search terms, Pan-European strategies and best practices. The class size too was great: only 5 on my particular day which gave us the chance to ask questions and look at all our live feeds. Going forward, the information provided will no doubt enable us to grow our marketplaces in the UK and beyond. I will certainly be returning for future events.



- Fulfilment by Amazon (FBA) A to Z
- Amazon Sponsored Ads best practices
- Amazon Global Selling – listing your products on Amazon EU and the USA
- Shipping settings – UK and international
- Product sourcing best practices
- Introduction to logistics – FOB, CIF, Ex Works
- Introduction to tariff codes, import duty, taxes and restrictions

Prerequisites for this course

This course is aimed at Amazon sellers with a little experience of selling on Amazon though it is not essential. You will also need to bring your laptop and have access to your selling account.

Typical attendees are retailers, digital marketers, company directors and managers.

Amazon Vendor Masterclass Training Course



Book Online: <https://bit.ly/2K88Ho6>

Course Outline

Amazon marketplace has brought great opportunity and growth to a lot of businesses in the UK and the same can also apply to your business. This course is designed for brand owners and manufacturers and helps you explore the untapped potential to grow your business with Amazon. In this informative session, we share our experience of working with many successful brand owners and share proven methods to be successful with the Amazon Vendor program.

What is the Amazon Vendor Platform?

You have a wholesale relationship with Amazon who will issue Purchase Orders (PO) based on market demand, you (the brand) fulfil the PO, and Amazon then handles the rest, from promotion and shipping to customer service and even building your product detail page.

Amazon's Vendor program is a growth opportunity worth considering and this course aims to guide brand owners/manufacturers with a Vendor Central account or Vendor Express account.

Key areas of the workshop will include:

- Vendor Account vs Seller Central Account
- Vendor Central vs Vendor Express
- Getting your products on to your vendor account
- Product listing best practice
- Product Promotions: Vouchers, Promotions, Lightning deals, Prime day



Marie Sinclair
Tazakifoods

Prabhat's Amazon training was detailed and tailored to suit our needs as a business. He was extremely knowledgeable and able to answer any questions that we had throughout the training session. As a company, we learnt a great deal and I would not hesitate to recommend his services.



- Advantages of Amazon Vine Program
- Creating Amazon A+ Page (compare with enhanced brand pages)
- Reporting & Analytics
- Vendor Operational performance important areas
- Payments Chargeback, CoOp, Return & Shortages

Prerequisites for this course

This masterclass is aimed at brand owners and manufacturers and typically delegates have experience of trading on Amazon in some capacity. Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

Amazon Marketing Services & SEO Training Course



Book Online: <https://bit.ly/2JoUXEp>



Course Outline

More than 38% of UK shoppers start by searching for a product on Amazon.

Amazon has become the place to go for many shoppers, and this is because you can find everything you need, and it will arrive the next day. With this rise in popularity, undoubtedly there is an increasing number of retailers, and now an increasing number of brand owners, distributors and wholesalers, who use Amazon to sell and advertise their products.

Consumers now have more choice than ever to look for various sellers that may be cheaper, have higher ratings and so on. For many sellers, this has made it increasingly difficult to get found by shoppers; so this is where Amazon SEO and PPC play a huge role.

Amazon SEO involves creating keyword rich copy to get your products found, and PPC involves paid advertisement. Both of them go hand in hand and this course will help you to understand how SEO and paid ads help your products to rank well in product searches.

Amazon Pay Per Click (PPC) advertising is available for both Seller Central users and Vendor Central. They are a way for sellers to bid for a position at the top & bottom of Amazon Search, right-hand side margin and product pages.

As a seller, it is a fantastic opportunity to increase visibility and sell more products. More importantly, Amazon's sponsored ads program is quite easy to handle, and the cost of sales can be as low as 5%.

Key areas of the workshop will include:

- Amazon Search Engine Optimisation
- Amazon PPC Introduction
- Campaign Structure
- Keyword Research and Best Practices
- Creating Campaigns



The Competition Agency

Iain Haywood
The Competition Agency

Prabhat came in to train some of the team at a major e-comm client of mine on Amazon optimisation, and came up with an impressive range of straightforward, actionable recommendations. Everyone was very satisfied with what they could implement after the training, and I consider it a very worthwhile exercise!



- Advertising Reporting
- Optimising Campaigns Performance
- Amazon Marketing Services for Vendors Part 1
- Amazon Marketing Services for Vendors Part 2

Prerequisites for this course

This course is aimed at digital marketers, seller central users, vendor central users and typically delegates have experience of using Amazon in some capacity. Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

Email Marketing & Mailchimp Training



Book Online: <https://bit.ly/2qVcpsH>



Course Outline

In recent years social media has added a diverse number of marketing opportunities for businesses to cover – including Facebook pages, tweeting and sponsored ads on LinkedIn. In this time, many companies have forgotten or overlooked email marketing and some have discounted it as being outdated. That perception is wrong – it is still a valuable marketing tool that you should take advantage of.

Email marketing is extremely cost-effective and gives you a way to stay in contact with existing or lapsed customers in a personal manner, as well as reaching out to potential new ones too.

Using an email list in a targeted, focused manner is one of the most powerful marketing activities your business could undertake. In our email marketing and Mailchimp training, we will look at the hugely popular (and free) email marketing platform – but the wider marketing techniques will be applicable to other platforms such as Campaign Monitor, Get Response, Constant Contact, Dotmailer and SendGrid.

This practical session will walk you through the basics of email marketing; help you formulate an email marketing strategy, and create effective marketing campaigns. This course is suitable for B2B, eCommerce, and Agencies and content will be designed based on attendee profile.

Areas covered in this training course include:

- Creating a 5-step email marketing strategy
- Growing your email database effectively
- What is the lifetime value of your customer?
- Responsive lifecycle marketing – behaviours and triggers to use in your campaign
- Benefits of Integrating Email Marketing and CRM



Paul Sochaczewski
Writer and Coach

Prabhat setup a workshop and taught me how to use MailChimp, which had been a big challenge to me previously. He was professional, thorough and attentive to make sure I got what I needed from the session.



- Email Marketing for B2B – Case Study
- Email Marketing for E-commerce – Case Study
- Designing mobile-friendly email campaigns with no technical skills
- Integrating email with social media
- A/B testing and optimising your email campaigns
- Using your own data to develop your campaigns
- Measuring email marketing effectiveness with Google Analytics

Prerequisites for this course

This course is aimed at people who are looking to conduct email marketing, and no previous experience is necessary. Please bring your laptop, this will allow us to make the session practical and tailored to your business.

eBay Masterclass



Book Online: <https://bit.ly/2Kco5Qw>

Course Outline

If you are an established eBay seller who is achieving or aiming fast growth, this masterclass is perfect for you.

We will explore several simple, easy to implement processes that we have proven to lead to increased sales and repeat business in the UK and through cross border trade. We will use real-life success stories and case studies to explain how this has worked for other sellers that we have worked with, and use your own eBay stores to demonstrate how to achieve this for yourself.

You will be equipped to return and implement the learning immediately, leading to increased sales and profits both here in the UK and also overseas through the global shipping program, and listing on multiple sites.

Key areas of the workshop will include:

- Impact of the latest eBay changes
- eBay product launch strategies
- eBay private label opportunities
- eBay SEO – Optimise your listings to get to the top of the best-match search results
- Best practice in eBay listing design with latest eBay listing policy
- eBay competitor analysis – turn knowledge into profits
- eBay repricing for serious sellers
- Product differentiation to get you ahead of the competitions
- Effective use of eBay promotions and promoted ads



Rhoswen

Escape Watersports

So nice to have one to one training where the course is based on your own experience and Ebay store. Gave me loads of ideas on how to improve the store and the boost listings for better visibility. Thanks Prabhat



- Using email marketing and remarketing
- eBay sales reports and traffic analysis for strategic decision making
- Maintaining your seller performance
- How to achieve and retain eBay Top Rated Seller Status?
- Expanding your business to European and global customers
- Translations for cross-border trade (CBT) – automation vs manual
- Which multi-channel tools are right for my business?
- Exploring other sales channels beyond eBay
- Creating your eBay sales growth strategies
- Reliable product sourcing from the Far East
- Introduction to tariff codes, import duty, taxes and restrictions

Prerequisites for this course

This masterclass is aimed at experienced eBay sellers and typically delegates have experience of trading on eBay in some capacity. Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

eBay Training for Professional Sellers



Book Online: <https://bit.ly/2vMv9zY>

Course Outline

In the UK, the marketplace industry is dominated by Amazon and eBay – and eBay is a significant force throughout Europe. Selling on marketplaces can be a cost-effective way to attract new business as the marketplaces already have an active customer base looking for your products.

This course is specifically designed with the aim of ensuring your products are visible and available to the millions of buyers who are using eBay every day. Through learning simple and easy to implement processes you will open your business up to more sales and increased repeat business.

Each session is tailored to the experience and sectors of the attendees giving a truly personalised training session and you will take away an action plan to grow your business. We will also analyse your competitors to give you an understanding of how to gain commercial advantages over them.

Key areas of the training will include:

- Researching the market – competitors and top selling products
- eBay Private label opportunities
- Sourcing from China best practices
- Introduction to tariff codes, import duty, taxes and restrictions
- eBay fees and profitability calculation
- eBay product launch strategies
- eBay product listing best practices
- Exploring eBay bulk listing tools – Wonder Lister, Codisto
- eBay product pricing – fixed price, auction and best offers
- Create a search engine friendly eBay Store
- Advanced listing template vs simple listing template



DressingUpBox
Your Fancy Dress is Our Business

Kevin

Dressing Up Box

We have been trading for a while on ebay but have never fully got to grips with it. We booked a course with Prabhat to achieve a fresh look at how we are operating our eBay channel and how more importantly we could achieve more sales & profit.

The location of the course was easy to find and more importantly the time spent was invaluable to our business. We were given examples and also shown how to make changes alongside helpful marketing tips.



- eBay order management – posting, customer services
- How to get on the top of eBay search results (based on the Cassini search)
- Analysing performance – sales and traffic
- Exploring opportunities to re-market eBay customers
- Understanding seller protection on eBay & Paypal
- Introduction to multichannel tools
- Expanding sales into the EU and the rest of the world

Prerequisites for this course

This course is aimed at eBay sellers with a little experience of selling on the platform though it is not essential. You will also need to bring your laptop and have access to your selling account.

Typical attendees are digital marketers, retailers, company directors and managers.

Google Adwords Training



Book Online: bit.ly/gads90

Course Outline

If you are looking to increase the visibility of your website, Google AdWords is a highly effective tool to target potential customers. Year on year, competition on AdWords grows and without an effective strategy you risk spending money with little or no return.

In our jargon-free workshop we will tell you how to create a successful search campaign and explore best practice techniques to help you get a competitive advantage.

This workshop is tailored to suit your business, so you will go away with a Google Adwords implementation plan for your business.

In this workshop we will cover:

- How does Google Adwords work?
- What are dynamic search ads?
- Identifying profitable keywords
- Taking advantage of long-tail keywords
- Tools available for keyword research
- How to integrate your PPC activity in with Google Analytics
- Setting appropriate objectives and goals for your Adwords Campaigns
- Understanding Ad Quality Score, and how improving quality score can lower your PPC & ROI
- How to increase click-through rates (CTRs) and lower costs
- How to best use negative keywords to reduce wasted spend
- How to best target people by the device they use
- How to best target people by location



Sophie Carefull
Blue Badge Company

Prabhat's Google AdWords course was really informative and helpful, his explanations were clear and he gave comprehensive answers to all of our questions, using real-life examples to demonstrate these were possible, which I found very useful. The course was great value for money and Prabhat has been in touch since to see if I need any more help with my PPC campaigns, again addressing my queries promptly. I'd definitely recommend working with him if you're finding your feet with digital marketing



- How to structure your campaigns to get cheaper clicks and better advert position
- What is retargeting, and how do I use it?
- Testing different bid strategies
- How landing pages can boost conversion rates
- An introduction to video advertising on YouTube
- An introduction to Google Shopping Ads

Prerequisites for this course

Typical attendees are digital marketers, company directors and managers. No previous experience of Google Adwords is needed. Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

ONLINE SELLER **UK**

E-COMMERCE TRAINING, EVENTS, SERVICES

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GOOGLE SHOPPING SETUP AND MANAGEMENT SERVICE

Google Shopping is the best way to present your products in front of shoppers online. It's often the next best avenue for retailer selling on marketplaces such as Amazon and eBay. Google shopping has capability to increase targeted traffic in a short time, and the retailer can leverage the intelligence of customer search terms and optimise performance for better return on investment.

Our certified Google shopping experts have worked with numerous online sellers of different sizes. We work with you to improve your sales and keep you informed at times.

We provide a onetime fixed setup price and monthly management services including:

- ✓ **Create Your Product Feed** - We create the product feed from your website and ensure all of your products are ready to display as shopping ads.
- ✓ **Check Your Product Feed Quality** - We maintain the feed quality based on Google Shopping rules, and ensure all of your products are active.
- ✓ **Complete Google Shopping Set Up** - Our setup service will get your account up and running within few days.
- ✓ **Optimise Your Feed** - We review your Google shopping feed and make keywords amendments in Google merchant centre to increase your traffic.
- ✓ **Management Of Promotions** - If you have a promotion we will ensure it is added to your Google shopping campaigns, helping you stand out and drive conversions.
- ✓ **Personalised Monthly Reporting** - Our monthly reporting will help you understand best performing keywords and future set of actions to improve your account.



What client say...

"I found the Google shopping course very insightful and relevant to my current needs. It was tailored to my queries and was very helpful even if any other questions cropped up around Digital Marketing as a whole."



Helena Dingley
Luzern

OUR CLIENTS



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FLOW

Helping you sell more, online.

An expert 360 degree aproach to multi-channel marketing in language that you can understand.

**The services we offer include:
eCommerce – Markeplaces – Consultancy
Inbound Marketing – Chat Bots**

web: sixandflow.com – social: @sixandflow – tel: 0161 507 3020

Google Adwords Advanced



Book Online: bit.ly/gads92

Course Outline

If you are looking to increase the visibility of your website, Google AdWords is a highly effective tool to target potential customers. Year on year, competition on AdWords grows and without an effective strategy you risk spending money with little or no return.

Our advanced course helps you to understand effective ways of managing your account with advanced targeting methods. We cover remarketing, attribution models, bidding strategies aiming to improve your Adwords campaigns. We will also discuss some of the effective ways of using Google Analytics.

This workshop is tailored to suit your business, so you will go away with a Google Adwords implementation plan for your business.

In this workshop we will cover:

- Campaign structure and organisation
- Ad extensions best practices
- Advance reporting for PPC managers
- Remarketing best practices
- Why labelling is important to account organisation
- Using Auction insights to reveal competitor activity



Michelle Mossford
Ableworld UK Ltd

Myself and my colleague were very lucky to receive one-to-one, structured PPC training. I would recommend him to anyone wanting to know more regarding Online Marketing!



- Getting the most out of scripts
- Implementing Dynamic search ads (DSA)
- Using ads customisers effectively
- Crossmatch negatives and why are they important
- Learn all about conversions attributes
- Enhancing your Google AdWords campaigns with Google Analytics

Prerequisites for this course

Previous experience of Google Adwords is needed. Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

Google Analytics Training



Book Online: bit.ly/gads77

Course Outline

Google Analytics is a great tool to help analyse visitor traffic and help you to better understand your customers. Most importantly it will help you to track your customers journey throughout the purchase cycle. This makes it easier for you to help your current customers and to win new ones.

You will be able to define goals, match customer journeys to site usage and extract actionable insights from the data produced by your website. You will learn when Google Analytics has been installed correctly, what the measurement and metrics mean, and possible actions to take to enhance your marketing objectives.

With our Google Analytics training, expect to reduce your customer acquisition costs and spend wisely on your best-performing channels.

In this workshop we will cover:

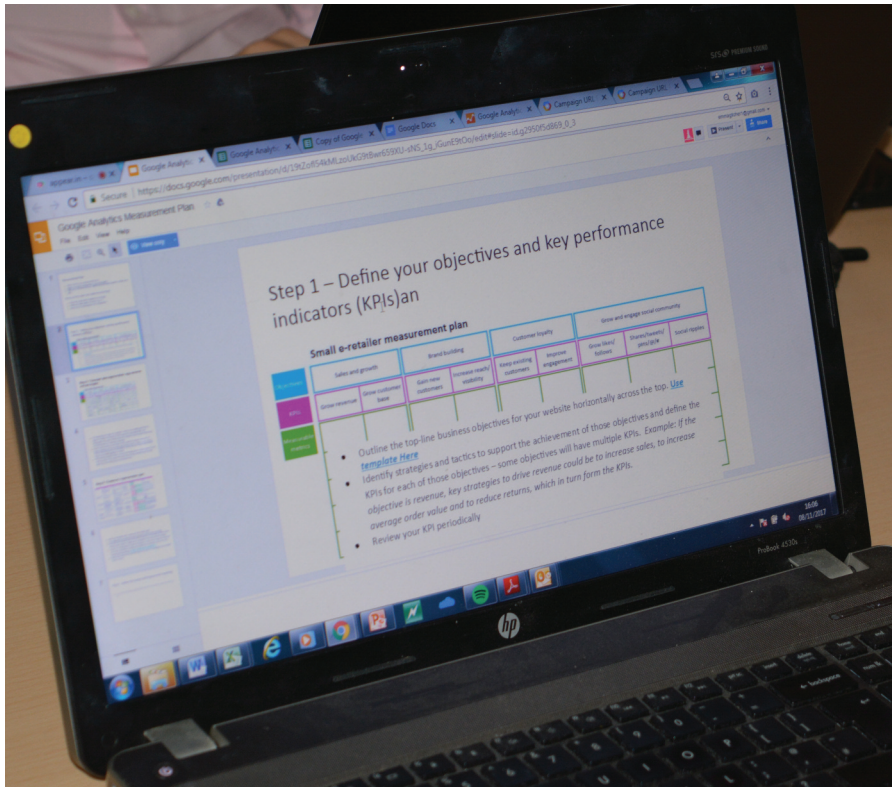
- Key metrics and dimensions definition
- Understanding customer behaviour with site search and search console queries
- Setting up and using marketing tracking
- Setting up profile filters and goals
- Introduction to Google tag manager (GTM)
- Ecommerce tracking and conversion reports
- Using funnel analysis to track conversions on your site
- The key reports to use and custom reports
- How to analyse and report
- Creating remarketing lists
- Analysing customer journey
- Understanding multichannel and cross device conversion



social

Frances Bibby
Social Comms

Prabhat is a very genuine and patient person with a wealth of digital and eCommerce marketing experience and knowledge. I've been to one of his conferences and one of his workshops and each time left having learnt something valuable. His events are educational but also fun and welcoming, a good community to get involved with.



- Understanding value of social media
- Analyse keywords for SEO and traffic sources
- Creating reports and exporting data
- Customising your dashboard and creating reports
- Applying objectives, Key Performance Indicators (KPI), dimensions and metrics
- Creating a measurement plan

Prerequisites for this course

Typical attendees are digital marketers, company directors and managers. No previous experience of Google Analytics is needed, though it's expected that you will have a website already running Analytics.

Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

Google PPC for Ecommerce (Google Shopping) Training



Book Online: <http://bit.ly/gs66>

Course Outline

Even if you've never heard of Google Shopping before – you've almost certainly seen it in action! Just try searching Google for specific product or brand names and an array of pictures, prices and merchants will appear – right at the top of the search results.

When people are interested in buying products on-line, they usually turn to Google to research the products and prices available. Using Google Shopping your products can also be on display and within easy access of potential customers.

Google Shopping campaigns streamline how you manage your listed products and pay per click ads, report on your performance, and find opportunities to increase traffic to your website.

The things we will cover on this course include:

- How do Google Shopping Ads work?
- Google Shopping vs Google Adwords
- How to identify the return on investment (ROI)
- Identifying Google product feed guidelines & managing your data effectively
- Using Google Merchant Centre effectively
- Using custom rules in Google Merchant Centre
- Setting up the first Google Shopping campaign



Andrea Omar

Medi UK (Lifestyle) Ltd

At the start of the training session I had little knowledge or understanding of the PPC project that my company has embarked upon with Google Ads. With Prabhat's clear explanation and overview (tailored to my knowledge level) he adeptly walked me through the tools and mechanics of a PPC ad campaign. Although there is so much more to get to grips with in the coming weeks and months, Prabhat shared insights and knowledge to put me on the right road for this project, along with some great suggestions for continuous learning.



- Setting up multiple Google Shopping campaigns
- Optimising Shopping Ads for better results
- Remarketing to your website visitors
- How to use Google Analytics and Google Adwords together to drive success
- Benefits of 3rd party feed management tools
- Creating merchant promotions
- Choosing the right Product reviews
- Google shopping optimisation
- Creating progressive Google Shopping growth plan

Prerequisites for this course

No previous experience of Google Analytics is needed, though it's likely you will have a website already running Analytics. Please bring your laptop, this will allow us to make the session practical and tailored to your own account.

Digital Marketing Planning Fast-Track 1 Day Training



Book Online: bit.ly/dmp44

digital
marketing
planning

Course Outline

Our Digital Marketing fast-track training has been specially designed for busy marketing professionals and company owners/directors. This workshop will give your business a roadmap for prioritised digital strategies and help you plan your marketing activities for both immediate and long-term gain.

The training is a mix of academic understanding coupled with proven practical skills. The session will equip you with an understanding of how a thorough digital marketing plan can help you grow your online business in an increasingly multi-platform and multi-channel environment. As you learn about these structured activities to undertake, you will go away with a draft digital marketing plan to implement for your business.

In addition to the theory, we will also use real-life case studies from other UK businesses that will show you how the techniques are proven to be effective.

The main aspects of the course will be broken down into the follow topics:

- Introduction to digital marketing planning model
- Marketing concepts and their application
- Identify successful business models
- Effective use of business model canvas
- How to audit your current digital marketing strategy



Kevin Jones

Director at Home Secure

Prabhat has an extensive knowledge of eCommerce and can offer real practical advice on how to progress in this area. He has the ability to assess a business and work with you to formulate a strategy. He also has genuine interest in helping people and takes the time to listen and understand your needs.



- Identify factors affecting your digital activity and planning
- SWOT Analysis
- Creating a digital marketing mix that works and create a integrated strategy
- Setting up SMART objectives and tactics
- Creating effective KPIs
- Developing a digital marketing plan

Prerequisites for this course

No previous experience of digital marketing is required, and this course will suit digital marketers and company directors.

Please bring your laptop, this will allow us to make the session practical and tailored to your own accounts and business.

Content Marketing



Book Online: bit.ly/ctn80



**CONTENT
MARKETING**

Course Outline

Content Marketing has an increasingly important role in SEO as it helps you to stand out from competitors and build a connection with your customers. Understanding how content can be used strategically to improve performance is now key to any online strategy.

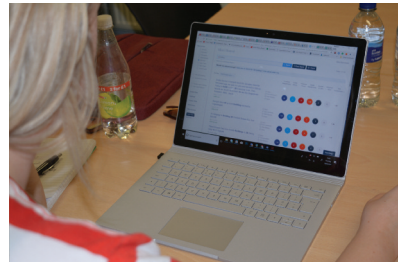
With this training you'll learn how to identify content marketing opportunities, understand your customers better and get actionable advice on how to create content efficiently.

Who is it for?

Aimed at people with no content experience, looking to develop their site offering beyond just products.

What will you learn?

- Understanding the value of content
- Empathy mapping your audience to understand what type of content they want to see
- Creating your purchase funnel
- Identifying content opportunities & tools to use to do this
- Choosing a content format
- Creating content efficiently
- Promoting content effectively
- Create a content marketing plan for your organisation



Previous attendees:

AZO
NETWORK

BJL

creatif

LOSBERGER

Prerequisites for this course

No previous experience necessary; though it's expected you will have a website set up and knowledge on your product/service

SEO Fundamentals



Book Online: bit.ly/seo45



Course Outline

Looking to understand SEO? As a crucial part of digital marketing, understanding the foundations of SEO and how to meet best practice with your website will help to boost your performance.

With this training you'll learn about all the requirements of a site to perform well in Google, work through a best practice checklist and gain actionable advice on how to implement this on your own site.

Who is it for?

Aimed at people with little or no SEO experience currently.

What will you learn?

- Develop an understanding of what algorithmic factors contribute towards improving their organic visibility
- Address SEO myths, main do's and don'ts
- Understanding of basic keyword research
- How to optimise pages – fundamental technical and content considerations
- Introduction to useful SEO tools and how to use them to good effect
- Developing and executing an SEO strategy – key takeaway to help attendee's construct an action plan



Prerequisites for this course

No previous experience necessary; though it's expected you will have a website set up with Google Search Console and Google Analytics set up.

Looking for something slightly different?

Then get in touch - we can create bespoke courses for your exact needs.
All you need to do is call Prabhat on **01613 272 923** or **07518 839 629**.

Courses are delivered regularly in major cities throughout the UK including Manchester, Birmingham, London, Bristol, Leeds, Loughborough, Nottingham, Leicester and Sheffield.
For the latest availability please visit our website at **www.onlineselleruk.com**.

Please note: All bookings are subject to our terms of business that we ask you to read before placing an order.

ONLINE SELLER UK

Digital Marketing Events,
Training & Consultancy

Contact us

For more information on any of our courses please
contact Prabhat on 01613 272 923 or 07518 839 629.

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