

Question: What's the easiest and quickest way to get loads more clients?

Answer: Get thousands more visitors to your website!

Easy Website Optimisation for Hypnotherapists

The Bridge Hotel, London - Monday 4th February 2008

Presented by Rob Kelly ★ www.rck.net



TESTIMONIALS FROM A PREVIOUS COURSE

"This course is a MUST for anyone wanting their website to be the main source for attracting clients to their clinic. Rob explains clearly and without the normal computer "gobbledygook" how to use the tricks of the trade to ensure your website is properly optimised. The opportunity to ask questions at all levels will ENSURE that new business finds YOU as opposed to your competitors. There should be no choice - you need to attend this course!"

Greg Coyne
www.purehypno.com

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"If a technophobe like me can find this stuff interesting and easy then anyone with their own website will! It's great to maximise the potential of my previously invisible website, which after all is my main "shop window". Thanks Rob for turning me onto something I was so reluctant to do myself. It's both saved me £100's in fees to a web company and my enquiries have doubled even after only two weeks!"

Alice Pinion
www.alicepinion.com

GET YOUR WEBSITE RANKING HIGHLY ON GOOGLE - AND GET MORE CLIENTS!

This one-day training course has been designed specifically for Therapists who have a website, (or would like one) and would like that website to rank highly, ie, appear at the top of the screen on the major search engines like google, alta vista, msn etc.

Most potential clients will only look at the first page of results once they have searched for 'hypnotherapist in Leeds' or 'stop smoking in London' etc. You need your website to be on this first page of website listings if you want lots of visitors to view your web pages.

You might have the best looking website in the world, but it is useless unless people visit it!

There are just under TWELVE MILLION web-pages on 'hypnosis' on Google. Therefore, having an interesting, colourful, information-packed website is NO GOOD TO YOU AT ALL unless the public can find it by using one of the major search-engines.

During this dynamic course, Rob Kelly (a hypnotherapist, and expert in search-engine optimisation) will 'optimise' (make it search-engine friendly) one of the attending delegates websites, and turn it into a high-ranking, easy to find, search-term-specific, client-finder! Rob will talk you through the whole process as he does it, so that you can optimise your own site at the same time. All Rob's courses are presented in a fun & empowering manner.

This course will equip you with all the skills necessary to make all of your web pages HIGHLY VISIBLE to the public.

Learn how to write the very best web pages, and optimise them for best performance, including: which words and pictures to use, the right ratio of words-to-pictures, the right topics to write pages on, ambiguous spelling, links to other websites, keywords meta-tags, title-tags, description tags, alt-tags, pictures, etc, etc.

In a recent survey of 250 hypnotherapists, 92% stated they attracted more than 80% of their clients via their website

Ensure your website is getting as many visitors as possible!

Is this course for me? I already have a good website - can you make it better? I know nothing about the web - will I really be able to do this?

Call Rob NOW on 01223 301577 and he will answer all your questions.

...MORE TESTIMONIALS

"My knowledge of computers & websites you could have written on the back of a postage stamp. Thank you so much. It's only about three weeks since I did the course, and as of this morning I've come from nowhere on Google and Yahoo to the first page on both." **Philip Blake**
www.hypnotherapy.je

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"...My site now comes up as the first entry out of over 40,000 websites. Believe me when I say I am no web developer!!! As a result when the smoking ban came round in July the course ended up paying for itself 20 times over!!"

Richard Brent
www.elkhypnotherapy.co.uk

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"Following the workshop I did with Rob I am thoroughly enjoying working on my own web pages rather than paying large sums of money to "experts". I would thoroughly recommend Rob's workshop to anyone who is struggling to get to grips with this subject."

John Hudson
www.hypnosisbristolbath.co.uk

BRING YOUR WEBSITE WITH YOU!

If you already have one – either on your laptop or on paper, and we will work through it with you during the day. You will learn how to change/update your pages in order to make it 'search-engine friendly'.

You DO NOT need to know anything about websites or search engines to benefit from this course

During the course, I will find a genuine, low-ranking therapy website, and turn it into a high-ranking, easy to find client-finder. There is free internet access at the hotel, so you can optimise your website and have it uploaded to your server before the seminar is even finished!

I will teach you how to create the most effective domain and page names, including 'doorway' and 'landing' pages. I will also explain how search engines work, and how they rank different websites and web pages: why are some always in 'the top ten', and while others cannot be found, anywhere....

Why pay £1000's to somebody to do this for you, when you can do it MUCH BETTER yourself, and keep your website on top by spending just an hour a month on it.

You will receive a purpose-written (plain-English!) handout detailing EXACTLY what you need to do to get the very best results from your website. An easy-to-read step-by-step guide will take you through the whole process.

Don't worry if you are not 'web-literate' or 'computer-literate' – you can prepare the right wording and tags for your website on paper, and give this to your web-master to upload for you.

Question: Whats the biggest marketing mistake to make?

Answer: To assume that whoever built your website has already optimised it effectively!

Monday 4th February 2008 - 10am - 5pm

Presented by Rob Kelly ★ www.rck.net

The Bridge Hotel, Greenford, London, UB6 8ST ★ www.thebridgehotel.com

A few mins from Greenford tube (on Central line) and easily accessible by road

Contact number: 01223 301577

BOOK NOW! PLACES ARE LIMITED

Web Optimisation for Therapists - Monday 4th Feb 2008

Send to: Rob Kelly, 41 Hills Road, Cambridge CB2 1NT

Name.....

Telephone.....

I enclose cheque for the sum of £295.00 (IAPH Members/Students £145)
Lunch and refreshments are included in cost

Or take from my credit card:

Card number: _____

Card start date: / Card expiry date: / Issue number:

Please debit my credit card with the above amount. Signed _____

Make cheques payable to Rob Kelly

If you would like Rob to have a look at your website to discover how well it has been optimised, just call on the number above.