

# Score Business Workshop Course Details

Please see the [Workshop Calendar](#) for Dates & Times

| Course Title              | Typical Length   |
|---------------------------|------------------|
| <b>Internet Marketing</b> | <b>3 ½ hours</b> |

| Short Description   | Typically Recommended For |                      |                      |
|---|---------------------------|----------------------|----------------------|
|   | Planning & Evaluation     | Inception & Start Up | Operating Businesses |
| This Class/Workshop will discuss and show best practices in Internet Marketing. We will address website design, search engine optimization, analytics, driving traffic to your website, and use of social media. We will also critique client's websites. | yes                       | yes                  | yes                  |


### Detailed Course Description

This Class/Workshop will discuss and show best practices in Internet Marketing.

We will address:

1. Website design,
2. Search engine optimization,
3. Analytics,
4. Driving traffic to your website, and
5. Use of social media.

We will also critique client's websites in regard to these best practices and extend the class until all questions are answered.



### Instructor Information

**Jeff Yarne** has over 30 years of experience with technology companies such as Sequent Computer (acquired by IBM), Internet ISPs, and Intel Corporation. He has actively participated in Internet initiatives from hosting of websites and databases to creating eBay and Amazon online stores. Helping clients navigate the choices of "cloud computing" applications and mobile services are also areas of expertise. While able to transcend the areas of both Microsoft and Open Source applications where applicable, he prefers to solve client problems and challenges in an interactive format.

**Scott Sakamoto**, who is the founder of Ronin Studios ([www.roninstudios.com](http://www.roninstudios.com)) brings with him 30 years of experience as a Visual Communications and Marketing Communications specialist. He is experienced in graphic design, brand development and execution, strategic planning, and Website design and development.

Scott's specialty is helping small to medium sizes new businesses achieve their business growth and business goals through proper execution and implementation of the Brand image working in tandem with their marketing efforts

### Recommended Background or Prerequisites

None required.