



Thanks for taking the time to attend the Invest Northern Ireland Online Marketing Conference. I thought it was a superb day, and I hope you found it as valuable as I did.

I discussed Search Engine Optimisation and Pay Per Click advertising, and I'm providing you with links to some factsheets and articles that you will find useful:

[Getting Found in Local Search](#)

[Tips for Improving Your Title Tags](#)

[How to Improve Your Rankings in the Search Engines \(PDF\)](#)

[Investigating Your Inbound Links: Yahoo Site Explorer](#)

[Google Keyword Research Tool](#)

[International Web Marketing Tips](#)

I also invite you to subscribe to [my free weekly newsletter](#), where I write brief articles about interesting web marketing developments.

If you are participating in the Social Internet revolution then keep in touch:

- Twitter: <http://twitter.com/susanhallam>
- LinkedIn: <http://www.linkedin.com/in/susanhallam>

And finally, I don't know if you ever get the chance to head across to Nottingham (*there are cheap flights....*), but I am delivering a hands-on computing workshop in April, working with you to promote your business on the Internet. It will be a small group session, with lots of chance for help and discussion. [More details and online booking form here.](#)

With very best wishes,

Susan Hallam