

# SEARCH ENGINE OPTIMIZATION FOR BRANDS

**January 20, 2019**

**9am—5pm**

**At IBA City Campus**

**Training Investment:  
PKR 8,000/-**

## KEY FEATURES

- ◇ SEO Analysis using multiple tools
- ◇ Hands on social monitoring tools
- ◇ Best practices in online brand repositioning



## BENEFITS

- ◇ Learn how to maintain brand online
- ◇ Learn how to do reputation management

## OVERVIEW

Google.com is #1 visited website in the world. It is inevitable for brands to miss their presence on Google and other digital avenues such as: Search Engines, Social Media, Video Sites, Directories, Blogs and more. Moreover, it is equally important to maintain positive and trusted relationship with netizen through online presence, position and content.



This one day session, will give an opportunity to brands on how to evaluate, reposition and engage with netizen through various digital avenue by means of content,

## LEARNING OUTCOMES

- ◇ Gauge brand image through Google, Alexa and Other tools
- ◇ Comparative Analysis
- ◇ Brand repositioning
- ◇ Analytics to view the impact
- ◇ Understanding the wider spectrum of digital universe and its inter-connectivity

**Skills Development Program**

*Adding Skills to Experience*

## AUDIENCE

- ◇ Brand Manager
- ◇ Marketer
- ◇ Entrepreneur
- ◇ Graduate Students

## FOR REGISTRATIONS

### Skills Development Programs

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## TRAINER'S PROFILE:

### Amin Lalani

#### Qualification:

M.Phil in Digital Marketing  
SAP Consultant  
Google Analytics

#### Professional Courses:

Digital Marketing (IBA)  
Business Analytics (IoBM)  
MIS (SZABIST)  
Web UI/UX

*"Your brand isn't what  
you say it is, it's what  
Google says it is"*  
(Chris Anderson)"

Amin Lalani is a Digital Transformation consultant; especially serving Global eCommerce Ventures to retain their position online through branding, reach, conversion and optimum business process.

Within this scope he manages brand, technology, processes and people. With 20 years of experience, Amin has been a catalyst in business transformation right from Pakistan under the umbrella of The Cyber Bridge, his article was also published in digitalcommerce360.com a premium magazine for Inc500 eCommerce companies in USA.

*"All your advertisement and merchandising will take you to the sky—but the brand will tour you through the universe."* Amin Lalani

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