

Lakestar Media to play key role in new search school for students

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Lakestar Media is to lend its expertise to the organisers of a new Manchester-based course which aims to give students the lowdown on the increasingly influential business of internet and search engine marketing.

The company's head of SEO, Neil Yeomans, will be passing on some of his knowledge to Manchester Metropolitan University students keen to learn about the cutting edge of search marketing and its importance in today's commercial world.

The university is launching 'SearchSchool Manchester' to help teach the basic principles of SEM and SEO, and show students how to capitalise on the growing importance of the internet as a communication medium.

Commenting on his invitation to participate in the initiative, Neil Yeomans said: "Many people are baffled by the workings of SEO and, more importantly, do not fully understand the real benefits it can offer when the principles are properly applied.

"It is encouraging to see the development of digital marketing courses at universities and it is a privilege to throw some real-world experiences into the mix."

The course, which begins with a one-day seminar on Wednesday February 17 at MMU's Business School, has been put together by the university's David Edmundson-Bird.

He said: "I wanted to run a serious day for students in digital marketing to see some real knowledge about SEM. This is so we get a raft of local grads who know more than just what they've read in a book. They're really interested in seeing this happen.

"There are lots of students across Manchester who have a bit of insight, even a developed knowledge about digital marketing. What they lack is some in-depth knowledge about specific techniques. They've heard of SEO, but that's about it."

The inaugural session will cover topics such as keywords, optimising pages and how social media can integrate with search marketing strategies.

For further details email d.edmundson-bird@mmu.ac.uk

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Lakestar Media is a leading digital marketing agency offering a professional and individually tailored service to its diverse and exciting client portfolio. Established in December 2007, the company delivers a mix of search engine optimisation (SEO), paid search (PPC), affiliate marketing, social media, copywriting and online PR services for their customers.

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