

## **Offline Club Business Trend of 2010 Series-**

### **Search Engine Marketing Seminar: Measuring your SEO Performance**

Jointly organized by iProA Offline Club and BeansBox, Search Engine Marketing Seminar: Measuring your SEO Performance was successfully held on 11 June 2010 at Vintelligence which sponsored the venue.

Over 30 attendants joined the seminar where they could learn about common SEO metrics for measurement, tools to measure website performance and URL builder. Invited speaker Mr. Elmer W. Cagape, who is a search engine marketing professional based in Hong Kong, has helped both small business enterprises and blue chip companies in their search engine marketing efforts over years. Both the speaker and attendants had a very practical experience sharing session and enjoyed the wine at the same time.

When the worldwide marketplace is still in slow recovery, how you apply effective tools to improve competitiveness becomes the most vital part of the business. iProA Offline Club will continue to organize similar events to fulfill different interests of the ICT professionals in the near future.



Speaker shared experience with audience



Wine tasting session



From left to right: Mr. Lawrence Tse (Vice Chairman of Offline Club), Speaker Mr. Elmer W. Cagape, Ms. Shirley Ha (Co-Chairmen of Offline Club) and Mr. Emil Chan (Co-Chairmen of Offline Club)