

# Business in Berkshire Search Engine Success

**Wokingham Council recently enlisted the help of Business in Berkshire to promote a workshop they were running in April. Some editing and design input from the BinB team and inclusion in our newsletter resulted in massive exposure for the event and amazing search engine results which amazed even us...**

**W**e received a word document and a rough draft of a booking form from Wokingham Council on 12th April promoting a Management Performance Workshop. A little tweaking, re-writing, and re-designing here and there and the event was publicised on Business in Berkshire.

As a result, search terms like ‘Management Performance Workshop’ and ‘How to grow your business through sales’ brought our article way up the first page of search results on all the major search engines – ahead of literally millions of competition. And a Google search for ‘Leadership & Management Workshops’ brought the Business in Berkshire piece up 4th in a list of search results that exceeded 76 million. Amazingly a search for ‘Business Development Workshops’ brought our piece up FIRST on a list of more than 100 million.

If ever we need ‘case study’ material to prove just how powerful Business in Berkshire can be for promoting your business, this is one we’ll certainly be writing up. The great thing is, every BinB member has access to this power too – but are you tapping into it?

Do you realise that by publishing regular articles on your BinB space you’re not only promoting your business to other members, you are also giving yourself a huge ‘leg up’ the elusive search engine ladder? How does this work? It’s all because the BinB site has all the right ingredients to entice and excite those search engines: ever-changing content, a vast network of readers, and plenty of links relevant to the overall content of the site.

When you sign up for a Crusader or Campaigner account, you’re not just buying a few pages of web space; you’re buying a fantastic opportunity to send your search rankings rocketing skywards. If you feel you’re not making the most of your BinB account, please contact us for an informal chat.



## Leadership and Management Workshops for Wokingham Businesses

Wokingham District Council, in partnership with Bracknell and Wokingham College, Business Link and the Oracle Corporation, is pleased to announce a series of Management Development workshops for local organisations.

Designed for **small and medium sized enterprises** in the Wokingham District, each half day will cover an essential management topic and will provide an opportunity for existing and potential managers from local organisations to develop key skills within small groups of up to 16 attendees.

**Venue:** Oracle Corporation UK Ltd, Thames Valley Park, Reading

**Time:** 9.00am to 1.00pm

**Dates and Topics:**

<b>Friday 21 April 2006</b>	<b>Selling Skills</b>
<b>Tuesday 16 May 2006</b>	<b>Performance Management</b>
<b>Thursday 15 June 2006</b>	<b>Business Development</b>
<b>Friday 14 July 2006</b>	<b>Team Building</b>

**Cost:** £45 + VAT per attendee per workshop

If you would like to reserve a place, please complete and return the accompanying booking form to Geraldine Grayson, Workforce Development Officer, Cultural Services and Development by:

- 1) Fax on 0118 974 6259 or
- 2) Post to **Geraldine Grayson, Wokingham District Council, Shute End, Wokingham RG40 1BN**

Each attendee should complete a separate booking form.

Alternatively, if you would like further information, please telephone Geraldine Grayson on 0118 974 3709 or email [Geraldine.Grayson@wokingham.gov.uk](mailto:Geraldine.Grayson@wokingham.gov.uk)

