



Introduction to Website Optimization Class Application

First Name: _____

[Please Print Clearly]

Last Name: _____

Address: _____ City: _____ State: _____

Home Phone: _____ Cell Phone: _____

E-mail Address: _____

Lincoln Electric Cooperative, Inc. (LEC), in conjunction with Lincoln County High School (LCHS), is offering a non-credit continuing education class entitled **Introduction to Website Optimization**. The class will run every Tuesday from 4:00 pm to 6:00 pm from April 10 to May 1, 2012, for a total of 8 class hours. It will be instructed by Bob Cardana of Cardana Internet Marketing L.L.C. and held at the Lincoln County High School. Upon completion of the class, each student will be awarded a Certificate of Completion.

The cost for the class will be based on a Cooperative model dependent on number of class participants. A minimum of eight (8) students with an enrollment fee of \$100 will be required for the class to occur. The maximum class size is 18 students. **The \$100 class fee will be required up front with your application.** If more than eight students enroll and complete the class, a refund for a portion of their enrollment fee may be given upon completion of the class. There will be a 100% refund of your fee if you drop the class before April 6th. After that time, no monies will be refunded if you choose not to attend the class. In the event that the minimum number of students is not met by the start date of the class, the class will be cancelled and all application fees will be returned.

LEC will accept the first 18 students that return their completed application and \$100 class fee. Your application and fee should be returned to the LEC office located at 500 Osloski Road, Eureka. It can also be mailed to LEC at PO Box 628, Eureka, MT 59917. Please reference the class on the outside of the envelope. **LEC will accept applications until April 6, 2012, OR until all 18 spots are filled, whichever comes first.**

Please see the following pages for more detailed information on the class. If you have any questions about this opportunity, please contact Jamie Stark, LEC Engineering Manager, at the LEC office or via jamiestark@lincolnelectric.coop.

For LEC Office Use Only

Date Received: _____ Time Received: _____
 Deposit Amount: _____ Type: Check Cash Amount of Refund: _____

By signing this application, I certify that I have read and understand the information provided on this application and the class requirements. If I am under 18 years of age, I must sign and also have my parent or guardian sign to indicate they have read and understand the information provided herein.

Signature of Student _____ Date _____

Signature of Parent/Guardian _____ Date _____

Introduction to Website Optimization

Continuing Education Class

Instructor: Bob Cardana
Contact: (406) 889-5290
(888) 855 3545
info@AmericanInternetMarketing.com

First Class: April 10, 2012
Last Class: May 1, 2012
Meeting Times: Tuesdays from 4:00 pm to 6:00 pm
Class Location: Lincoln County High School, room to be determined

You have 5 Seconds of a visitor's time and 4 Inches of website space - in order to answer 3 Questions for the visitor. If you don't even know what these 3 questions are, sign up for Introduction to Website Optimization.

The workshop's goal is to increase the sales coming from your website

- Does your website waste your money or make you money?
- Do you really know how much?
- Do you know what would make your website work better, sell better, convert better?
- Does your website achieve your goals?
- Do you have goals for your website and is your website actually set up to achieve those goals?
- You were told "you needed a website" but no one told you how to make it all work?
- Get your website earning money!

Finally, a step-by-step "fix-it" workshop, in language you understand.

Website optimization addresses the potential customer's needs and includes page layout, graphic choices, headlines, subject matter and conversion rates, after the customer has arrived at your site, to achieve the goals you have chosen - Turning a Visitor into a Customer.

Using real examples – From Your Website

Since each business, and each website, has different goals and different ways to achieve those goals, copying what works for others is not always the best solution for you. We will learn by analyzing bad design, examine good examples, and then find unique ways to fix your own site. At the end of each session, you will have a specific list of items to change on your website, that will help you sell your product or service more effectively. Between sessions you will have time to adjust your site, ready for the next week's topic.

Introduction to Website Optimization Questionnaire

(CONFIDENTIAL – Not Shared With Anyone)

Your Name:

Business Name:

Website URL / Web Address:

- Check here ___ if we can use your website for class examples
- (You will get specific answers, help and feedback about your site during the workshop, if checked)

Who does your website work: you, your staff, or an independent contractor?

What software or system or program or service do you use for building and/or maintaining your website?

Do you currently use a statistics program or track your visitors/sales (Yes / No / Which One)?

What is your current average of Unique Visitors per Month:

What is your current average Gross Sales per Month:
Number of orders per month:

Or Check here ___ if you don't have a website yet and will use this workshop to make one.

(CONFIDENTIAL – Only answer what you want to reveal to us – Not Shared With Anyone Else)