

# Reed Learning Introduce The Only Search Marketing Courses In The Uk Accredited By Google



Released on: May 29, 2009, 3:48 am

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Industry: [Education](#)

For the first time Google has partnered with a training provider to help teach marketing executives how to get the most from the Google marketing applications.

With the launch of Reed Learning's Google Marketing Academy, marketers in the UK have been given a comprehensive range of search marketing courses, that not only cover the core disciplines of Google AdWords, Google Analytics and Search Engine Optimisation but are accredited by the search engine giant themselves ensuring that the course content is not only up to date and relevant, but will help marketers, web developers or SME owners to get the most from their online marketing spend.



Dan Cobley, Marketing Director at Google said "Reed Learning's Google Marketing Academy is the first of its kind in the UK. We're delighted to endorse these programmes as effective, best-practice learning in the essentials of search marketing."

In the current economic slowdown, many businesses are looking to maximise the return from their marketing budget. As "the UK is the world's most developed market for online commerce, with 17p in every £1 spent online" (e-Retail Sales Index, July 2008) coupled with the ability to see the complete Return on Investment from digital marketing activities, unlike many other marketing methods, online marketing offers an attractive proposition to savvy businesses.

Reed Learning is offering a range of online marketing courses for both beginners and advanced marketers. The Google AdWords training will help teach businesses how to create and maintain effective Pay Per Click accounts, Google Analytics Training will teach marketers how to make websites work harder and how to analyse a website's online presence, whilst the Search Engine Optimisation training will help businesses maximise their online exposure in the natural search engine results pages.

Alex Fenn, Marketing Director, at Reed Learning said: "We're delighted to be able to add the Reed Learning Google Marketing Academy to our course portfolio. In our research, 71% of marketing professionals saw Google AdWords as an important tool for increasing return and reducing spend. With so many organisations feeling the pinch this year, one of these courses will be a valuable and timely investment."

Visit us online or call 0800 132 448 to find out more about Reed Learning's Google [training courses](#).

**If you would like further information please contact:**

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