

StormTraining™

Specialists in Online Marketing Training

Creative, practical training courses designed for online marketing professionals that need the knowledge and skills to measure, report, analyse and optimise online marketing campaigns.

The StormTraining School offers training courses for StormIQ clients to help them maximise their return from the software and also general online marketing courses for anyone who wants to improve their knowledge and understanding of search marketing.

The DC Storm team design training programs to meet your specific training requirements. We deliver our training courses at our dedicated training facilities located in Brighton (UK), Frankfurt (Germany), Singapore and Sydney (Australia). All training courses can also be delivered either at our client's offices or using our online classrooms.

Online Marketing Courses

Web Analytics Unravalled (1 day)

Gain practical advice and knowledge on how to use web analytics to improve the performance of your website and your online marketing campaigns.

Managing and Optimising Paid Search (1 day)

Learn how to develop and manage successful paid search campaigns across all the major search engines.

Search Engine Optimisation Unravalled (1 day)

Learn how to develop and implement a successful SEO strategy which delivers high quality traffic to your site.

StormIQ™ Courses

StormAnalytics Masterclass (1 day)

This course gives you the knowledge and skills to start benefiting from the wide range of reports and analysis tools that StormAnalytics offers.



StormOptimiser Masterclass (1 day)

Learn how to improve the performance of your campaigns using the marketing leading concept Profile Campaign Management and start benefiting from the significant efficiency savings that StormOptimiser 2.0 delivers.

StormAnalytics Advanced Tracking & Tagging (half day)

Learn how to utilise the more advanced tracking and tagging features of StormAnalytics.

StormIQ Administration (half day)

This course is designed for Agency Admin users. The course covers managing users, setting up new clients and managing site configuration.

Online Classes

Free KickStart Webinars (1.5 hours)

The StormTraining School runs free weekly KickStart online webinars available for all clients. Courses include:

- **Introduction to StormAnalytics Reporting** – creating your first report, saving, exporting and scheduling
- **Introduction to StormOptimiser** – creating accounts, synchronising campaigns, Account Profile and getting started with Profile Campaign Management
- **Introduction to StormAnalytics Tracking & Tagging** – Site Tracking Tag, tracking sales/actions and configuring traffic sources

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StormOptimiser
 StormAnalytics
 StormTraining

Our Training Approach...

Our interactive learning approach allows you to get the most out of the time you are investing in training. By taking a more hands on approach we believe people learn more efficiently and receive a much more enjoyable learning experience!

We also encourage you to bring back the learning experience to your own website or company, and include individual and team exercises throughout the sessions to make the training more relevant and applicable to you.

Classes sizes are small (max 8) so you receive individual attention. Training guides are supplied with all notation and presentation details for you to follow throughout the day and take home with you. Each delegate also has access to their own PC for completing practical exercises and online tests.

“ The structure and organisation of the session was very professional, straight forward and easy to follow. ”

Troy Collins, dealchecker.co.uk

“ Simple explanations, one on one focus, and a comprehensive training guide to take away. The trainer's style was excellent too. ”

Nicola Renshaw, UK Online

“ Overall, a great session, really informative and useful. It gave me the confidence to play around with the reports and to build up my own knowledge-base through usage. ”

Arianne Donoghue, Netizen Digital