

About Ali Husayni

CEO, Professional Speaker, Trainer and Founder

Ali works with companies to increase their online presence by showing them how to use the power of SEO. His clients enjoy rapid increase in their Internet-based revenue, some to more than \$1M annually.

As an entrepreneur, and SEO expert, he and his team have helped more than 600 clients with their websites to increase their traffic from Google.

In his presentations and trainings Ali holds no cards back and shares his knowledge and actionable tools with his audience.

To learn more about Ali visit:

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Sessions and Trainings



1

The ABC's of SEO

This session teaches small business owners and marketing directors how Google SEO works. This course is tailored to the needs of small business owners to increase their Internet-based clients. Breaking down Google's sophisticated algorithm into a lay-person's language is what Ali will do. He will explain his simple formula:

$$\boxed{\text{Content}} + \boxed{\text{Optimization}} + \boxed{\text{Popularity}} = \boxed{\text{Top Ranks}}$$

Take aways:

- ✓ How to Make Your Site Loved by Google
- ✓ How to Avoid Google SEO Penalization
- ✓ How to Dominate Google's First Page

2

How to Stop Wasting Time and Money on SEO

In this session Ali gives his audience and their staff the knowledge and tools they need to monitor the effectiveness of their SEO. The two-hour presentation uses real world examples and workshop activities to make each section simple to understand and use. Ali breaks down what the best SEO companies do and how to use these same tools. He also shows what they shouldn't be doing (SEO malpractice). As always, his focus will be on Google.

Take aways:

- ✓ How to avoid common SEO mistakes
- ✓ What the SEO experts do
- ✓ How to monitor and use Google Analytics

3

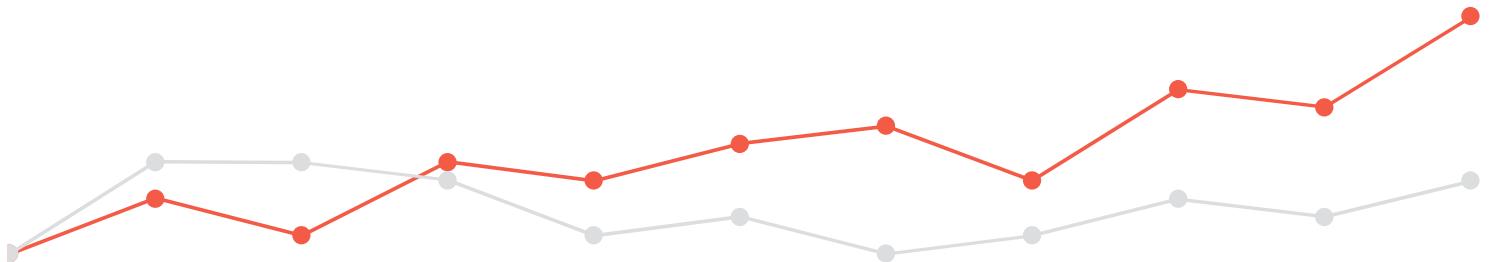
Stellar Web Design for Effective SEO

What makes a site successful? There are many factors involved in having a website that gets the attention of prospective clients and search engines - mainly Google. Ali explains all these elements and why they are relevant and essential to a stellar high performing website.

In this session Ali will discuss the relationship between a site's design and its conversion rate along with how to increase the sites conversion rate without having to redesign it.

Take Aways:

- ✓ How to monitor a site's conversion rate
- ✓ How to improve a site's conversion rate



Testimonials



“

I loved Ali's class! 5 out of 5! Very informative, clearly presented, lots of time for questions and great interaction with participants!

Dr. Anna Drzewiecki



“

Good presentation. I will look you up. I practice in Colorado Springs. It seems to me that you are an honest person whom I feel I can trust to work with me and my practice. Thanks for your TO THE POINT PRESENTATION. JMA

Dr. Jose Arango



“

Your lecture was very informative.

Dr. Sheela Kudchadker

Testimonials



“

I appreciate your explanation of how SEO works with Google. Informative.

Dr. Vivian Fan



“

I really enjoyed your lecture. I have never heard of some of the things that you mentioned about the websites. Hopefully ours is not too much of a cookie cutter one.

Dr. K.C. Dyer



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Thanks for the informative lecture!

Dr. Matthew Fortna

Testimonials



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Thanks for the informative lecture. It was good to learn that a blog is a good way to add content and improve the SEO.

Dr. Man Yee Chan



“

The SEO course was absolutely fantastic. Ali gave a concise and clear presentation. His presentation was honest and direct. He did not try to sell anything or over promise anything. My impression is that Ali has a formula for longterm success and that plastic surgeons would be wise to attend these courses. I flew from Honolulu, Hawaii to attend the ASPS course. Ali's presentation alone was worth my flight.

Dr. David Cho



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This class was very informative. I look forward to reading Ali's book. I am an Internet marketing newbie, so I welcome all the advice I can get. Thank you for your time!

Dr. Bryan Armijo & Cynda Brown

Testimonials



“

Thank you for a VERY informative session on SEO Optimization. I gained A LOT of information. This was the very best Website/Internet Marketing session I have taken.

Dr. John J. Iacobucci



“

Excellent presentation! Very informative! Thank you.

Dr. Kaiulana Morimoto

