

Introduction to Search Engine Marketing and Optimization

Evaluations Collected: 49

The evaluations from your session have been collected and tabulated. Evaluation results are below:

Question 1:

The speaker(s) were knowledgeable and well prepared.

5 (Excellent) – 39 (81%)
4 (Very Good) – 8 (17%)
3 (Good) – 1 (2%)
2 (Fair) – 0
1 (Needs Improvement) – 0

48 evaluations were returned with responses to this question.

Question 2:

The session stimulated ideas that I can apply to my situation.

5 (Excellent) – 29 (61%)
4 (Very Good) – 16 (33%)
3 (Good) – 3 (6%)
2 (Fair) – 0
1 (Needs Improvement) – 0

48 evaluations were returned with responses to this question.

Question 3:

The session material was understandable.

5 (Excellent) – 23 (48%)
4 (Very Good) – 14 (29%)
3 (Good) – 9 (19%)
2 (Fair) – 2 (4%)
1 (Needs Improvement) – 0

48 evaluations were returned with responses to this question.

Question 4:

My expectations of the session were met.

5 (Excellent) – 29 (61%)
4 (Very Good) – 13 (27%)
3 (Good) – 5 (10%)
2 (Fair) – 1 (2%)
1 (Needs Improvement) – 0

48 evaluations were returned with responses to this question.

The following comments were included on the evaluations:

- Speakers were pleasantly enthusiastic.
- A wealth of information!
- Great. Learned lots. Keep internet in the Gov's Conf.
- Very helpful – thank you!
- Casey this was amazing, good job on speaker.
- Very knowledgeable, yet understandable.
- Helpful. Too much for one session. Esp. for “beginners”.

- My only complaint—the printout pages type too tiny to read. I'd like to have more basic SEO presentation. Would have been nice to include SEO in int'l markets.
- Spoke too fast! Missing some of presentation screens in hard copy – difficult to follow and use to take notes.
- The session should have been longer – they really had to move to cover the info, which didn't allow for Q&A, or further explanation.
- Handouts good but didn't match PowerPoint. Lots of great info, some a bit advanced. Need entire (longer) class in this next year.
- Some jargon that made it hard to follow.
- Microphone needed.