

## Salford Business School Wins European Award For Best Use Of Online Search

Friday 11 April, 2014

Salford Business School has won a top European award for a free online social media training resource for businesses.

The Passport to Trade 2.0 (P2T2) project gained first prize in the 'Best use of Search' not-for-profit category at the European Search Awards 2014, the continent's leading event celebrating the best in search and digital marketing.

The project was developed by a partnership of five European universities and three small-and medium-sized enterprises (SMEs) led by Salford Business School's Centre for Digital Business. P2T2 looked at business etiquette and culture across 31 European countries, producing the online training guide for SMEs looking to expand sales through social media marketing.

The training content was optimised for search engines on the project's [www.businessculture.org](http://www.businessculture.org) website and used text in several languages plus images, animation and video to make it as user-friendly and relevant as possible for businesses.

Academic leader Dr Aleksej Heinze, of the Centre for Digital Business, said: "The ultimate goal of the project was to educate SMEs and increase their international trade and understanding of business culture in different countries.

"The content has been extremely popular, with more than 1,500 visitors per day accessing the website alone, plus SlideShare and YouTube views. Being shortlisted alone was a great achievement for the team, but winning gives us a seal of approval to show that what we do meets industry expectations."

-ENDS-

Image caption:

Dr Aleksej Heinze (right) and Alex Fenton of Salford Business School's Centre for Digital Business with the European Search award for third sector 'Best use of Search'.

A high resolution version of this image can be downloaded from the University of Salford's Flickr photostream at [www.flickr.com/salforduniversity](http://www.flickr.com/salforduniversity).

Notes to Editors:

The Passport to Trade project was part-funded by the European Union.

Our Twitter profile also has quick updates of news and events:

[www.twitter.com/SalfordUni](http://www.twitter.com/SalfordUni)

Our latest events listings are at:

[www.salford.ac.uk/events](http://www.salford.ac.uk/events)

For more information, please contact:

Ben Cawley

Press and PR Officer, University of Salford

E: [ben.cawley@salford.ac.uk](mailto:ben.cawley@salford.ac.uk)

T: 0161 295 4779?

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### University of Salford

T. 0161 295 4779?

E. [ben.cawley@salford.ac.uk](mailto:ben.cawley@salford.ac.uk)

W. <http://salford.ac.uk>

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