

## SEO: Website Step 2

*So, you have a website, now what?*

*Learn how to market your website & increase Search Engine Optimization (SEO)*

**2018 Dates: Thursday March 8<sup>th</sup>, May 31<sup>st</sup>, September 13<sup>th</sup>, December 6<sup>th</sup>**

**Time: 9:30am-11:30am Cost: \$25**

- Learn Website Tips – things to DO and things to AVOID
- Introduction to Search Engine Optimization (SEO)
- The difference between organic vs. paid SEO
- How to increase Organic SEO (Free SEO worksheet)
- Introduction to Social Media
- Where to register your website
- How to market your website
- QR codes
- SEO marketing worksheet
- Linking them all together using Brandify



**Presented by Newberry Area SBDC Consultant, Nancy Williamson.** *“This is designed for the small business that has a website but doesn’t really know what to do next. I focus on increasing your SEO organically (natural/non-paid). I introduce you to some concepts that you may have never used before in your business like Social Media, and specifically the importance of a Facebook business page. Since the majority of the small businesses I work with don’t have a marketing budget, this seminar will focus on FREE ways to help market your website, but I’ll tell you ways that you can use on-line marketing paid advertising, but we won’t go into detail on that. I will hand out an SEO worksheet to help you keep your internet marketing accounts organized.”*

Registration is required, and the class is limited to the first 12 people who register. Cost is \$25.

### WORKSHOP LOCATION

Newberry Area SBDC: 1814 College Street \* Newberry, SC 29201

**REGISTRATION (limited to the first 12) Cost: \$25**

Register online at:

