Topic: **Search Engine Optimization:**   *Get Better Results from the Web*
Date: Thursday, February 23, 2023
Time: 6:30pm to 8:30pm
Location: 1880 Oak Ave, 3rh Floor Evanston IL

I am giving a presentation on **Search Engine Optimization** on Thursday, February 23rd in Evanston. It will be an in person talk and free of charge. I also plan to give this talk again through Zoom in the next few months.

The presentation will show how SEO can be applied to the needs of small business. I will demonstrate some of the tools and practices that are available today.

The meeting will be held at the office of Colab Evanston Downtown. It is within walking distance of the Davis St Purple line stop and there is public parking near the building.

The presentation is sponsored by the Evanston Web Professionals Meetup Group organized by Jeff McNear.

If you are interested, you can sign up through Meetup.com at this web address:

> https://www.meetup.com/evanston-web-pros/events/291488563/

If you are not a member of Meetup.com, you can register through Eventbrite.com at this web address:

> Search Engine Optimization: Get Better Results from the Web Tickets, Thu, Feb 23, 2023 at 6:30 PM | Eventbrite

The content will include:

- How search engines work
- Setting SEO goals
- Determining keywords
- Optimizing the website
- Link building strategy
- Free & paid tools to make the job easier
- SEO for WordPress and Drupal content management systems
- How Google Ranking factors have changed
- The importance of Google Business Profile & other Google properties
- How to monitor your progress with Google Analytics & Google Search Console

Joe Vangsness