

Event: Search Engine Optimization – Challenges & Opportunities

Venue: Online

Date: 2-28-2024 7:00pm – 8:30pm CT

This event is free.

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Getting results from Google search has become more difficult in recent years. Some of the difficulties have come from Google but other factors have contributed as well.

We will review what those factors are and how you can overcome them and get better results from Google search.

The content will include:

- How search engines work
- Optimizing the website
- Link building strategy
- Free & paid tools to make the job easier
- How Google Ranking factors have changed
- The effect of external factors
- The role of Google's Search Generative Experience
- How other Google properties can be used for better results
- How to monitor your progress with Google and other tools

Joe Vangsness provides web design services for small businesses, non profits and professionals. He works with both WordPress and Drupal content management systems.

His web design services include strategy, design, development, installation & support. He also offers digital marketing strategy, SEO, web analytics and content strategy.

Joe makes presentations on SEO and Internet Marketing Strategy to organizations and user groups in the Chicago area.

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