

You are invited to a presentation on Search Engine Optimization. I have given this presentation to a number of groups in the past two years and now I will be giving to anyone who is interested.

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.

Topic: **Search Engine Optimization: *Get Better Results from the Web***

Date: Wednesday, August 16, 2023

Time: 6:30pm to 8:00pm CT

Location: Online

This talk will be on Zoom and open to anyone who is interested and is free.

Some people have requested that I give this presentation during the business day and I will do that soon.

If you are interested, let me know and I will send you a link a few days before the date.

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

Sign up through Eventbrite.com for free. Here's the link to the event

<https://www.eventbrite.com/e/search-engine-optimization-get-better-results-from-the-web-tickets-686799835797>

Joe Vangsness

7-31-2023