

Search Engine Optimization Presentation by Joe Vangsness

You are invited to a presentation on Search Engine Optimization on Thursday, October 12, 2023 from 3:00pm to 4:30pm CT. The presentation will be online using Zoom. This is the same presentation I gave in August in the evening.

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: Thursday, October 12, 2023

Time: 3:00pm to 4:30pm CT

Location: Online

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
- Local SEO for small business
- How to monitor your progress with Google Analytics & Google Search Console

Sign up through Eventbrite.com for free.

<https://www.eventbrite.com/e/search-engine-optimization-get-better-results-from-the-web-tickets-723723645907?aff=oddtcreator>

Joe Vangsness

9-21-2023