NEWTOWN
SMALL BUSINESS SEMINAR SERIES
Get the Business Answers to Your Business Questions

Internet Marketing Basics: What Every Business Needs to Know

Presented by Joanne Marcinek of Ask Joanne, LLC

March 13, 2014

8:00am - 9:30am

**C.H. Booth Library
Meeting Room
25 Main St., Newtown**

FREE TO ATTEND

About the Presenter

Joanne Marcinek of Ask Joanne, LLC specializes in all things Google – SEO for Google, Google+ Local, AdWords and Analytics – tools to help businesses get better visibility on the Internet.

Joanne began developing websites in 1999 and when her clients asked "How do I get listed in the search engines?," she began her studies into Search Engine Optimization. Joanne has been optimizing websites professionally since 2003. Joanne also has ten years experience in Corporate Finance and Systems Integration, and another nine years experience as an independent business consultant.

Is your website maximizing your business awareness? This seminar will take you through the three main components to successfully market your business on the Internet:

- **Having a Well-Designed Website**
- **Optimizing your Site for Search Engines, Internet Advertising & Promotion**
- **Performing Regular Website Analysis**

A Well Designed Website is:
- Easy to Look at, Easy to Use & Easy to Find

An Easy to Find Website is one that has been:
- Optimized for the Search Engines
- Uses Appropriate Internet Advertising such as Pay-per-click ads, Paid Directory Listings, etc.
- Promoted to the Right Audience (Local and Specialty Directories, Social Media, Online PR)

Optimize and promote your Website & Measure your Success:
- Monitor your Site Statistics, Track your Visitors
- Continuously Improve Website Performance

REGISTER for this FREE business seminar, contact Betsy Paynter @ betsypaynter@newtown.org or call 203-270-4281.

SAVE THE DATE for our next workshop:

March 25, 2014 - "Financing Your Small Business"
Presented by the Small Business Administration and Newtown Savings Bank

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