

FREE Seminar:

Getting Your Website Found on Search Engines

Date and Time:

November 12, 2014 from 8:30am to 10:30am

Location:

The Maples at Carson Long Military Academy
200 North Carlisle St., New Bloomfield, PA 17068

Topics Covered:

- Website and Search Engine Basics
- What Search Engines (Google, Yahoo!, Bing, etc.) Want to See
- Search Engine Optimization (SEO)- What it is and how it works
- Search Engine Marketing (SEM)- How it's done, methods and options
- Social Media Marketing (SMM)- Using Facebook, Twitter, LinkedIn, etc. for Business
- Reputation Management- Recovering from Online "Bad Press" or Customer Reviews
- Common Mistakes and Pitfalls
- Realistic Expectations and Avoiding Fraud/Empty Promises
- Budgeting and Strategizing Your Approach
- Wrap Up, Questions & Answers

Speaker/Trainer:

Tom Elliott, Credentials (current and former affiliations) are as follows:

- Bachelors' Degree, Purdue University (1990)
- Master's Degree, Florida Institute of Technology (2003)
- Military Officer, US Navy (1990-2003)
- Corporate Director of Internet Training and Sales (2003-2005)
- Founder, WebDrafter.com, Inc. (2001)
- International Website Consultant/Trainer/Keynote Speaker
- Entrepreneur Business Coach & Motivational Speaker
- Multi-corporation Internet Advisory Board Member
- Better Business Bureau (BBB) Board of Directors (2005-2007)
- ECCT School of Technology Degree Advisory Board (2001-2003)
- Business Networking International (BNI) Chapter President (2003-2005)
- Published Author, Website 411: Business Survival in an Internet Economy (2008)



This Session Applies to YOU if You Ask or Want to Know:

Is your business making the best use of the Web?

Is your website doing what it's supposed to and delivering the results you expect?

Are you spending too much, not getting a good return on investment, and don't know why?

Do you get solicited by phone, email, and in person with "guarantees" and sales pitches?

Are you tired of technical mumbo-jumbo and just want straight answers in plain English?

Important: Please register with the Chamber of Commerce in advance to ensure you receive a handout and materials. Call Rhonda at 717-582-4523.