

FOR IMMEDIATE RELEASE
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Small Businesses Learn to Build Online Presence

(Harlingen, TX) Is your business online? What are they saying about you? Nowadays, customers look to the Internet to search for products and services. They may have questions about a product line, location, hours of operations, etc. They may also search for reviews about a business.

Small business owners are invited to a no-cost seminar on August 19th from 11:30 am to 1:30 pm at the Harlingen Area Chamber of Commerce, located at 311 E. Tyler Avenue in Harlingen. Participants are encouraged to bring their lunch and mobile devices.

“Creating and managing your online presence is critical for business owners. Even if a business does not have a website or social media presence, customers may still share their positive or negative reviews about a business with online users through other sites. It’s important that businesses take a proactive approach and learn how to effectively manage their online presence to protect their brand and reputation,” said Cristina Cantu, Business Advisor for the UTPA Small Business Development Center (SBDC).

The seminar, presented by Valley Central Digital and hosted in partnership with the UTPA SBDC and Harlingen Area Chamber of Commerce, is scheduled from 11:30 am-1:30 pm.

Pre-registration is required to secure a seat. To register for this seminar, call the Harlingen Area Chamber of Commerce at (956) 423-5440.

The UTPA Small Business Development Center, partially funded by the US Small Business Administration and The University of Texas-Pan American, is a component of the UTPA Business Development & Innovation (BDI) Group and seeks to promote economic growth and business development in the Rio Grande Valley. It does so by offering confidential one-on-one counseling, assistance in business plan development, and business training on a variety of business topics. Its main office is located at the UTPA CESS Building, 1407 E. Freddy Gonzalez Drive, Suite 1.200, in Edinburg.

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