

Region 2000 Small Business Development Center
and Region 2000 Technology Council
Announce a Workshop:

Maximize Your Online Presence Through Search Engine Optimization

Thursday, March 15, 2007 **

9:00 AM – 11:00 AM

Business Development Centre
147 Mill Ridge Road, Lynchburg, VA 24502

Cost: \$10 per individual

Advance Registration Required

So You Have A Website, Now What? – With Google and Yahoo reporting a combined total of 417 million daily searches across their advertising networks, search engine optimization (altering a site to increase rankings in the free listings of search engines) and search engine marketing (placing “pay per click” ads in their search results) have joined mainstream marketing. Specialists from the Virginia Electronic Commerce Technology Center (VECTEC) at Christopher Newport University will train you on:

- Setting Clear Goals for Your Business Website
- Measuring Success and Tracking Results
- Pay Per Click Campaigns
- Free Listings and Building Links
- Tracking Return on Your Investment

(** In case of inclement weather, workshop to be held 3/29/07, same time and venue)

Call the Region 2000 SBDC at (434) 582-6170 to register!

