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WHY AM I NOT ON THE 1ST PAGE OF GOOGLE AND HOW DO I GET THERE?



The third in the social media education series for
an ever-evolving digital world and workplace.

Presented by:

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Friday OCTOBER 13, 2016 - 12:00pm to 1:00pm

CCDC Office - 115 E Washington St. Osceola, IA 50213

LUNCH IS PROVIDED, SEATING IS LIMITED

PLEASE RSVP BY OCTOBER 12, 2016

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SEARCH ENGINE OPTIMIZATION BREAKS DOWN TO TWO SIMPLE QUESTIONS AND ANSWERS:

1) **HOW DO YOUR CUSTOMERS FIND YOU?**
THEY SEARCH GOOGLE!

or other web-based search engines

2) **HOW DO THEY FIND YOU IF YOU'RE NOT
ON THE 1ST PAGE OF SEARCH RETURNS?**
THEY DON'T!*

*Academic research indicates 91% of searchers do not go past page 1 of search results and 50% do not look past the first 4 results.

(Using Internet: Skill Related Problems in User Online Behavior; van Deursen & van Dijk; 2009)

Within a crowded marketplace and tightening marketing budgets, how does your company gain traction and rank in your customers' searches?

This session will cover cost effective and manageable ways to assure your web site is search friendly and ranks for the terms your customers *(or potential customers)* are searching.

- 1) **SAVE MONEY** on costly Pay-Per-Click campaigns.
- 2) **SAVE TIME** on involved web development and management.
- 3) **BUILD PRESENCE** on search engines for terms your customers search most.
- 4) **TRACK COMPETITION** and their ranking strategies and beat them at the search game!
- 5) **MEASURE SUCCESS** on the strategies you manage.

See the reverse side for time/date/location information.

For additional information visit: SPOKEcom.com or ClarkeCountyLife.com