

## Learn how your business can use the Internet to get more customers!

~~\$129~~ **May 7: 8:30 am - 1:00 seminar**  
at the Lavin-Bernick Center, Tulane Univ.

**\$99** when you register by May 6th with  
**JEFFCOC** discount code

featuring a presentation from



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We're bringing in some of the nation's leading online marketing experts for an intensive, four-hour crash course in Internet marketing that will help you navigate the possibilities for marketing your business on the web. You'll learn Search Engine Optimization tips and techniques that will lead to sustained, long-term search engine rankings (and new customers).

### Seminar Agenda

#### Introduction to Website Optimization

Learn how search engine results are generated and some of the major opportunities for small businesses to improve their visibility, including tactics to use on your own website to improve its ranking potential.

#### The ABCs of Local Search

In this session, we'll dive into topics including how to rank well for searches in the New Orleans area and its surroundings, including a presentation from Google, and how to make sure you convert searchers into customers.

#### Understanding Your Website Traffic

Learn the basics of Google Analytics, including how to gain insight into your website's traffic sources and convert more "visitors" to "customers."

#### Getting Social Online

We'll help you navigate the world of social internet marketing, including strategies to engage with customers and prospective customers using the most popular social media tools like Twitter, Facebook, Google Plus, and blogs.

#### Internet Marketing for the Do-It-Yourselfers

Learn about some low-cost and free tools to consider if you're just getting started on the web--and questions to ask if you're thinking about bringing in a professional.

**For more information and to sign up, visit [localu.org/jeffcoc](http://localu.org/jeffcoc)**

Capacity is limited, so please register as soon as possible to avoid missing out.