

Want to get more Leads or Sales through your website?

Essentially THREE (3) “parts” of your site must work together in order to get the results you want, and need... What I call the “Lead Gen Triangle.”



And it all starts with getting found online...

In this 2 hour seminar I will share with you how to rank better for local-based searches that are relevant to your business or professional practice.

Did you know, for example, that **keywords are one of the most important elements of local SEO!** In fact, SEO basics begin with having the right meta data on your site targeting specific keywords. Choosing and optimizing your site for the right ones are important because

- Google and other search engines need to know exactly what your business does.
- search results are based on actual keywords people use when searching for your business online.
- geolocation is an important factor when optimizing your site to target local searches.

In fact, **many local businesses miss out on getting enough traffic to their site** because they are not targeting any, or the right, keywords. During the seminar I will review with you how to find actual keywords and how to use them properly on your site, along with tips for getting your site to the top of page 1.

When: Thursday, Sept 18th — from 3:00 to 5:30 pm

Where: Albany Barn, 56 2nd Street, Albany, NY

Fee: Early bird registration (before Sept. 1st), \$99, afterwards \$139

For more information about the seminar and to register online please visit www.bestwebpresence.com/web-marketing-seminar/.

About Michael Guerin:

Since 2008 I have personally generated more than 8000 sales leads online, resulting in more than 2 million dollars of revenue for myself and for clients. The tips and tactics I will share during the seminar are the same ones I continue to use for my own websites.