

# WEB-BOOST WORKSHOP: SOCIAL MARKETING, BLOGS AND ONLINE PR

Learn what you need to know about  
**Online Publicity - Social Marketing - Optimization - Blogs - Google Ranking.**  
For Small Business owners and entrepreneurs – Put the Web to work for your business.

## w/ WEB WORDS THAT WORK

SEO Services, Website Content, Online Marketing, Copy-editing, Web Teams  
[www.web-words-that-work.com](http://www.web-words-that-work.com)

**MEET** with a small group of entrepreneurs in a seminar setting with Web Content Professional and Journalist **Judith Harlan**. She'll provide templates for online media strategy, insights, and facilitated discussion (Yes, you get to talk, too!): You'll take away hands-on knowledge of how to maximize YOUR Website, optimize YOUR online time, and integrate YOUR online marketing strategies.

## 3 workshops to Optimize Your Web Presence

**Workshop 1: Online PR.** Using today's internet distribution tools, optimized press releases, free distribution channels, local uploads, e-article link-backs. Meeting one also includes a primer on keywords, natural language and the usage of content to boost your Website's Google rankings.

**Workshop 2: Social Marketing.** Your online presence, including uses of Twitter, Facebook, LinkedIn, MySpace, and industry forums, creating them, maximizing them, deciding where to put your time and resources. Does this stuff really work? You'll be able to decide for yourself.

**Workshop 3: Blogs.** Tapping into the blog world, including blog marketing through Technorati et al, blog etiquette, commenting, trackbacks. What works, what doesn't, and discovering your own blog or blog-not style. Meeting three also includes discussion of integrated marketing - connecting it all together for optimum results.

**Time:** 12 to 2 pm

**Dates:** Wednesdays, Wk#1: June 24, Wk#2: July 8, Wk#3: July 22

**Location:** TMCC Meadowood Campus

**Fee:** \$60 per meeting; sign up for the ones you want.

\$150 includes all three meetings plus one hour post-workshop phone consultation with Judith.

Class size limited to 10.

**Signup:** Call 775-240-2520 or email [Judith@web-words-that-work.com](mailto:Judith@web-words-that-work.com) (by June 17 or until workshop fills).

