

A Seminar Preview: Search Engine Optimization For Small Businesses

Search Engine Optimization (SEO) is the process by which search engines, such as Google, Bing, and Yahoo, find and list content. Search engines determine which sites are relevant to the words consumers are searching for and in what order they should be listed.

Search Engine Optimization is one component of a successful marketing plan for any business. One of the hard truths in marketing is that SEO does not guarantee results. However a lack of planning and lack of website optimization will guarantee you go unnoticed.

Before the social media boom, keyword analysis and usage was the main key because search engines were the primary source for content and pages. Now it is simply one piece of the puzzle. Consumers have the ability to ask friends and complete strangers for recommendations on virtually anything, and get human-filtered results within minutes, through social networking sites. Internet users are savvy and can cut through search results to find the best content, often regardless of optimal placement for the best keywords.



Wednesday, October 20, 2010

SEARCH ENGINE OPTIMIZATION FOR SMALL BUSINESS

7:45am – 9:45am

UConn, Greater Hartford

Continental Breakfast

To Register: <http://www.whchamber.com/SeminarSeries.aspx>