



Google: Make Sure Your Customers Can Find You!

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What good is an attractive website if it can't be found through search engines? *Google: Make Sure Your Customers Can Find You!* provides hands-on, step-by-step instructions for getting your website found through high ranking on Google and other search engines. Using real world examples, local author Greg Bright will present free search engine optimization techniques using non-technical, layman's terms - from one small business owner to another. Included with the course is a copy of the instructor's book "*Get Top Ranking On Google & Other Search Engines.*" The book contains 101 simple tips for high ranking and growing your business online. Every technique covered in the course can be implemented immediately. [Click here for more information.](#)

Course Objectives:

Upon completion of this course, the participant should be able to:

1. Be motivated by the free opportunities to grow their business online
2. Get a free "Local Business" listing in Google & Yahoo – the quickest way to get their local business listed at the top
3. Understand the basics of keyword strategy
4. Optimize keywords for "Google Image Search" – possibly the most overlooked technique for getting a website's images on this fast growing search tool
5. Optimize keywords for internal site links
6. Avoid things that search engines penalize for
7. Use YouTube videos to improve ranking – the newest technique in Search Engine Optimization! Google is the most visited website in the world and YouTube is #3. (Hint - Google owns YouTube.)
8. Increase "relevant" back links – (the holy grail of Search Engine Optimization)
9. Stand out and get chosen from the first page of search results

Participants will need a means of uploading these minor changes to their website – either themselves or with the help of their webmaster or web designer.

Required Participant Materials: Book – "Get Top Ranking on Google & Other Search Engines"
(will be provided to each class participant)

Prior to Class: Email instructor website address and online business growth goals.