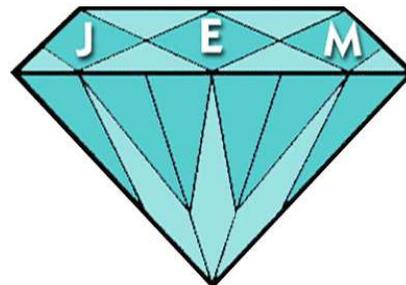


Free Public
1.5 Hour Seminars
Fall 2016 - Summer 2017



Content Marketing 101: Today's Key to Getting Found on Free Google and Internet Organic Search

Current Internet marketing techniques depend heavily on creating and sharing relevant information clients and prospects search for. Learn some of the whys, best practices and how to's of developing and publishing content to solve people's problems and answer their questions rather than turning them off with direct advertising. Obtain a better long term ROI (return on your investment).

LinkedIn 201: Action Steps to Build Your Brand and Expand Your Network

A follow up to the LinkedIn introductory seminar. A brief review of LinkedIn's highlights for small businesses and job seekers. This is followed by an in depth look at some immediate action steps to build a more professional profile and some tips to help you expand your network. These topics cover two of the seven basic 'take aways' presented in Michael's in-depth workshops.

Coding Secrets Unraveled, Marketing & SEO Checklist for Small Business Websites (Internet access requested)

A primer to help you unlock the mysteries of Website code and check on your Webmaster's or competition's performance. Key Search Engine Optimization concepts and definitions. Google updates and trends – what do they mean? The 3 things every site should do, or should have done, immediately after launch. Why marketing considerations should proceed layout and design.

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(NEW) An Introduction to Google Analytics and Conversion Rate Optimization (Internet access required)

A wealth of knowledge is available in these FREE statistics which may better help you lead Website visitors to what you want them to do – your CTA, or call to action. Definitions of important terms and what they mean. Understand potential barriers to conversions and how to correct them. Checklist of good metrics every Website needs. Developing a plan and tactics to implement.

WordPress Blogging 101: Implementing The Principles Of Content Marketing 101 (Internet access or computer lab required)

This is a hands on demonstration how easy it is to start blogging to get your Website found on the Internet via free organic Google results. Some attendees with no experience will get a chance to publish on the Internet for the first time. Bring something you've written (also a printed version) or a picture on a flash drive to participate. Bring your laptop if you have one.

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