

Workshop: Internet Visibility Basics for Your Business

Monday, March 29th, 2010: 6:30 – 8 p.m.

Cost: \$15.00

A first step to exploring your internet profile and potential.

What do internet users **find** when they **search** for you on the internet?

Do potential customers find **you** or your **competitors** when they put in words related to your business? Bring your laptop w/internet capabilities and join us for a workshop to increase your web visibility. (WI-FI at the café.)

This workshop focuses on 1st Steps to get accurate and reliable information out to customers on your business, and starts you on some logical steps to improve your internet presence with a short commitment. By the time you finish this workshop, you should be on your way to managing and maintaining your business presence online.

1. **Where your business fits in the worldwide web of businesses.**
2. **Who wins in industry searches and why?**
3. **A lesson in google rankings.**
4. **Step by Step: Moving on up, to the Northside.... (higher up in searches!)**
5. **Setting up your business basics.**
6. **Reviews of your business/support groups. We will help one another at the workshop!**
7. **Your media messages. Short discussion on other ways to interact.**

This workshop is for any business, whether it has a website or not, as these tips DO NOT require a website. (Further workshops will be held to focus on website optimization.)

Event to be held at: Park Place Coffee, 1288 SE 182nd, Portland, OR 97233

ADVANCE REGISTRATION & PAYMENT IS REQUESTED. Limited to 20 seats. Please fill out this form and return to Park Place Coffee or go online to Parkplacecoffee.com/parkplaceevents.html for more information.

How many will attend? _____ Your name(s): _____

Email address: _____ (not for mailing lists, but important follow up web info.)

Do you?..(check all that apply)

have a website? have a blog? have a fan page on FB? have a google account?