



IEE Institute for Entrepreneurial Excellence
University of Pittsburgh
Joseph M. Katz Graduate School of Business



S B D C Small Business Development Center
PENNSYLVANIA University of Pittsburgh



Get to the Forefront of the Customer Mind:

*Make the most of your Web site
with Search Engine Optimization*

Tuesday, June 9, 2009 7:30–10:30 AM Pittsburgh Athletic Association (PAA), Oakland

You've made an investment in your Web site. Your site may have traffic **BUT** are you getting the sales leads you expected?

So many businesses are vying for the attention of the customer online that just having an attractive Web site is not enough. Don't miss this powerful program guaranteed to increase the quality of your Web leads resulting in higher sales and better brand awareness.

Learn How To:

- Use search engines to pre-select customers and drive targeted traffic to your site.
- Effectively build your brand as an industry authority.
- Gain higher organic placement through strategic link building.
- Adopt focused, paid search strategies such as Quality Score Optimization (QSO) that can maximize your position while reducing costs for pay-per-click campaigns.

Program leader **Kristopher Jones**, an industry pioneer and president and CEO of Pepperjam, is considered one of the leading SEO experts in the world. He is author of the 2008 bestseller; ***Search Engine Optimization: Your Visual Blueprint to Effective Internet Marketing***, which will be

provided to each program attendee. Kristopher will be available for book signings immediately after the program.

Program facilitator **Robert Stein**, a nationally renowned innovator and leader of the Information Technology Program at the Pitt Small Business Development Center, utilizes his experience to assist local companies in aligning their technology with their strategic plans.

EVENT AGENDA

- 7:30 AM Continental Breakfast & Networking
- 8:00 AM Program

Parking is provided at the Pittsburgh Athletic Association and the Soldiers and Sailors parking garage.

Registration is required and space is limited. Reservations are requested by June 1.

**Register today at 412.648.1542 or
ieeregistration@katz.pitt.edu**

Program fee of \$75 includes breakfast, parking, and a copy of Kristopher Jones' best-selling book.

www.pittentrepreneur.com

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