



DIGITAL MARKETING SERIES IN-PERSON WORKSHOP



IMPROVE YOUR UNDERSTANDING OF Search Engine Optimization (SEO) *to Raise Your Ranking in Organic Search Results*

WORKSHOP WILL COVER:

- Understanding SEO basics
- How Search Engines work
- Key SEO components
- Why Backlinks matter and the use of Backlinks for SEO strength
- How quality content improves visibility, builds prospect awareness and interest—and increases business revenue
- Utilizing free analytics to measure marketing efforts

SPEAKER



Teresa Heger

*Small Business Digital Trainer
Main Street America*

Heger is currently a consultant and coach with Main Street America (Chicago) and Google (Mountain View, CA) helping start-ups and small businesses to use digital tools to grow their businesses, and she helps entrepreneurs develop their leadership skills.

She has experience establishing and building a manufacturing business from the ground up as a president and co-founder and held leadership roles in operations for Herman Miller (Zeeland, MI) and managed several Fortune 500 accounts for IBM in a sales and marketing capacity.

Heger holds a B.S. degree in Manufacturing Administration from the School of Engineering and a Master of Art in Organizational Learning and Performance from Western Michigan University. She is a certified executive coach from iPEC, an ICF-accredited program; a licensed speaker and coach by the Impostor Syndrome Institute™; an Energy Leadership Index Master Practitioner; and a 200 RYT certified yoga instructor.

Tuesday | September 24, 2024

The Lookout Lodge | 1702 Scott Lake Road, Waterford

8:30 AM: Coffee and Bagels

9:30 – 11:00 AM: Workshop

COST: Free | Advance Registration Required

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QUESTIONS? CONTACT

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