

Learn how your business can **use the Internet to get more customers!**

**OCTOBER
20**

Loyola University,
New Orleans

**ALL DAY TICKET
\$169**

includes lunch
& snacks

\$129 Advanced Sale Ticket Price
For more information, or to register, visit localuneworleans.com

Local University is coming to New Orleans. And bring with them some of the leading online marketing experts for an intensive eight-hour crash course in internet marketing that will help you navigate the possibilities for marketing your business on the web. You'll learn search and social marketing tips and techniques that will lead to sustained, long-term search engine rankings (and new customers) in your local markets and worldwide.

SEMINAR AGENDA No selling, no pitches, just learning.

How to Make a Good Website for Searchers and Search Engines

Create a website that's useful and appealing to both your human visitors and to the search engines.

Website Optimization Basics

REAL signals that your website can send the search engines in order to rank better.

Going Local with Google

Use Google's local products to acquire new customers, while engaging and retaining existing ones.

Ranking Your Business in Local Search Results

Rank well in the Google local results and make sure you convert searchers into customers.

Reviews and Your Online Reputation

Your online reputation is everything. Make online reviews work for you.

Getting Social Online

Newest techniques to engage with customers using the popular social media tools like Facebook, and blogs.

Got More Questions? Get More Answers!

Q&A panels throughout the day will give you a chance to ask questions to the presenters.

Grow Your Business with Email Marketing

Build relationships that are the key to the success with easy, inexpensive and highly effective email marketing.

Paid Local Targeting Options in Google Adwords and Facebook

Learn how to use geotargeting in both Facebook Ads and Google AdWords to target new customers online with less waste.

Understanding Your Website Traffic

Gain insight into their website's traffic sources and convert more "visitors" to "customers."

Internet Marketing for the Do-It-Yourselfers

Prioritize your online energies and resources and questions to ask if you're thinking about bringing in a professional.

Meet with Google

Meet the Google representative to solve your Google local problems.

Live Site Clinics!

Submit your website for review and sharing on our big screen and we will provide ideas and actionable advice for all attendees.