

5 Steps to Successfully Master Search Engine Optimization

Another presentation in a series by the Business Growth Network and Signature Bank



*Do you know how search engines work?
Do you know how popular your website is?
Do you know how your target market searches for you and your products?
Do you know what are the best key words you should be using?
Have you given up on your website because no one can find you?*

694,000 searches are conducted on Google every second! For every second your website is not indexed on Google, you could potentially be missing out on hundreds, if not thousands of opportunities for someone to visit your website, read your content, and potentially buy your product or service. Knowing and practicing good SEO techniques can drastically improve your website's ability to be found by your potential customers.

Come and hear Mitch Tobol address the key steps for successfully mastering Search Engine Marketing and Search Engine Optimization.

Mitch is a well known marketing expert in social and traditional media and a Principal in the Business Growth Network. He is a sought after

speaker and trainer for social media and is an Adjunct Professor at Hofstra University.

You will not want to miss this informative and important seminar on Thursday, May 17, 2012!



The Business Growth Network (BGN), founded in 2003, is a community of entrepreneurs who participate in monthly small group meetings and larger quarterly events in order to find ways to "work on their business and not just work in their business".

BGN offers a forum for both professionals and business owners to openly share information about their concerns in growing and managing their businesses, as well as to exchange useful feedback and to receive practical advice from their peers.

Please contact Michael Gansl at 917-848-6163 or mgansl@gmail.com for more information about how you can become a member of the **Business Growth Network**.



Signature Bank (NASDAQ: SBNY) is a full-service commercial bank with offices in the five boroughs of New York City, as well as Nassau, Suffolk and Westchester counties. Signature Bank focuses on serving the financial needs of privately owned businesses, their owners and senior managers – a group of clients who often find themselves underserved by the area's larger financial institutions. For more information, please visit www.signatureny.com.

If you are a:

- CEO, CIO, CFO
- Partner, Owner
- Decision Maker
- Marketing Director, Sales Manager

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and are intent in knowing how to ensure your website is doing what it is supposed to be doing - maximizing your chances to be found on the web, reaching the target audience you want to reach, increasing your opportunities for more sales, revenues and profits - attending this presentation is for you.

Participants will learn how to:

- Maximize SEO for the best natural results
- Choose the best keywords so your target market(s) will find you
- Increase your website's popularity
- Develop a "contextual link strategy"
- Improve your content
- Avoid search tactics that fail
- Increase your lead generation efforts

Date and Time: Thursday, May 17, 2012 - 7:45am Registration; 8am-10am Presentation; 10am-10:30am Q&A; 11am Open Networking/Business Card Exchange

Where: Club 101 – 101 Park Avenue @ 40th Street - lobby

Cost: \$99 for individuals
Group rates and special membership rates available

Don't miss this valuable seminar. Seats are limited!

**Register today at www.bgnonline.com
OR call Michael Gansl at: 917-848-6163**

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