

INTERNET MARKETING: PROMOTING YOUR LOCKSMITH BUSINESS ON THE WEB

Introducing Michael Meyers
"All About Locks and Safes"
Chico, California

Combining his degree in computer sciences and strong business skills, Michael has designed a terrific learning opportunity for those small business owners who seek assistance in the field of on-line advertising. Morning and afternoon sessions details are listed below.

THURSDAY MAY 16, 2013 8 AM - 3:00 PM

CLASS FEE \$75

TUKWILA CONFERENCE CENTER

Banquet "C"

12424 42ND AVE S TUKWILA , WA 98168

Includes Box Lunch

AM SESSION 8 AM - NOON PROMOTING YOUR BUSINESS ON THE WEB

This class is intended to assist the retail locksmith in using the Web to promote their business with minimum investment. This class is designed for the business owners who want to manage their own business online or want a better understanding of how online advertising works. We will cover:

- WHY LOCKSMITHS NEED A WEB SITE
- THE THREE MAJOR PARTS OF A SEARCH ENGINE
- HOW TO GET A BETTER RANKING WITH THE VARIOUS SEARCH ENGINES
- THINGS TO AVOID (ie no BLACK HAT TRICKS)
- USING CRAIGSLIST AND BACKPAGE TO YOUR ADVANTAGE
- GROUPON AND OTHER COUPON SITES

PM SESSION 12:30 - 3:00 PM DEVELOPING YOUR OWN WEB SITE

- ***HOW TO FIGHT SCAMMERS !!***
- HOW TO BUILD A WEBSITE INEXPENSIVELY OR WHERE TO HIRE SOMEONE TO DO IT FOR YOU
- KEY ELEMENTS NECESSARY FOR A PROFESSIONAL LOCKSMITH WEB PAGE
- SEARCH - HOW TO SUBMIT YOUR SITE TO SEARCH ENGINES & PROPOGATE YOUR SITE ACROSS THE WEB AND GET SEARCH ENGINES ATTENTION
- TIPS FOR GOOGLE PLACES/MAPS, GOOGLE ADWORDS AND OTHER ONLINE ADVERTISING
- QR CODES - HOW TO GENERATE THEM AT NO CHARGE AND HOW TO BEST USE THEM
- HOW TO TAKE ADVANTAGE OF SOCIAL NETWORKING (FACEBOOK, YELP, TWITTER, ETC)

"S-H-H-H-H IT'S A SECRET"

Michael reveals a super awesome tip that will benefit any business.

Only those who take this class will learn the content of his secret !

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from the main menu on the KDL Hardware Supply home page



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