

Program Description

SEO/Website Design/Business Development

Optimize Your Online Presence

In this relevant and engaging presentation, Jeff Davis and Cody Young paint the full picture when it comes to building a website, growing a presence in both the organic and paid search results, and covering all your bases in the eyes of the Google algorithm. Jeff and Cody are experts in the field of search engine optimization, web design, and paid search, with many successful clients and a proven track record of providing a solid ROI. With increased website usage across the world, this program is extremely relevant. Key areas covered include:

- The importance of optimizing a website for desktop, tablet, and mobile devices
- Key elements of the website audit process
- The difference between local and global SEO
- Important aspects of on and off-page SEO and what needs to be done to see better results in the SERPs over time
- Navigating through website design processes and tying it into keyword research and excellent AdWords paid search campaigns
- Marketing trends across the industry and how to create top-notch landing pages
- Conversion optimization techniques, goal tracking, reporting, and interfacing Google Analytics with Google AdWords

Many organizations today have a great business with the potential for more, but they are lacking in their web presence and digital initiatives. In this practical and engaging presentation, Jeff and Cody reveal the secrets of the online world. Once you get into it it's more straightforward than you may initially think and these two digital experts will walk you through the process. Cody and Jeff show members that websites, search engine optimization, and paid search is the beating heart of a growing and thriving business.

Value to Participants: Members will walk away with relevant strategies designed to help them identify key areas to improve their website. With strategies and insights into search engine optimization and paid search, participants will also receive all sorts of relevant data and processes involved with a thorough website design process. This is a unique presentation that covers online optimization at both a 50,000 foot view as well as an up close and personal view. This is a program that will enable participants to see more business come their way through the online world.

Biography: Jeff Davis, Professional Speaker, Author, Digital Analyst, and Master Strategist – is Chairman and CEO of Jeff Davis International, based in Newtown, Connecticut. Jeff shows that any organization can embrace and run with improved search engine optimization initiatives. Cody Young, Website Designer, Speaker, and Founder of Say Something Digital, is an expert in website design and has a contagious passion for all things digital.