

Be #1 with Google & Social Media

To register or for more information call 608.785.8783 or go to www.uwlax.edu/sbdc/.

SBDC

Small Business Development Center
UNIVERSITY OF WISCONSIN-LA CROSSE

Be #1 with Google

Wednesday, Feb. 8 | 8:30 a.m. to 12 noon

Wednesday, Sep. 19 | 8:30 a.m. to 12 noon

Ever gone to Google and searched on keywords related to your business, but instead of finding your website in the search results, all you saw was link after link after link to the websites of your competitors? That can be a very frustrating experience. The cause is likely the fact that your competitors have applied some level of search engine optimization, or SEO, to their website. SEO provides the opportunity for a website to rank high in Google's search results, which attracts more traffic, prospects, and ultimately increases phone calls, requests for information, leads, appointments, and sales.

The good news is that being great at SEO does not require a lot of time, money, or even technical skills. Anyone can do this! The downside to SEO (if there is one) is that it can become overwhelming if someone dives in without knowing what works – and what doesn't.

And that is exactly why we offer this 3-1/2 hour practical and tactical SEO workshop. Attend and learn a simple 15-step process you can immediately implement without needing technical skills. Stephen Woessner is the workshop facilitator. He uses straightforward language with absolutely zero technical jargon.

Bottom line: your website can be ranked on Page 1 in Google for keywords that matter to your business in 30-days or less if you apply the SEO steps you learn during this energetic and interactive workshop. You will also learn how to double your site's traffic in just 90-days, how to measure your return on investment (ROI), and much more.

Through real-world examples and demonstrations, you will learn how to:

- Test your website to ensure it is Google-friendly
- Eliminate the guesswork of selecting quality keywords related to your business
- Use a simple mathematical process to predict increases in sales your business can achieve based on the keywords selected
- Blend your keywords into site content so Google rewards you with high rankings
- Boost your site popularity to further outpace your competitors
- Optimize YouTube videos so they are displayed within Google's search results and also drive more traffic to your website
- Measure your results and ROI using free tools like Google Analytics

This workshop is based on Stephen's bestselling book, *The Small Business Owner's Handbook to Search Engine Optimization*. Signed copies of the book will be available for purchase at the workshop for \$15. Purchasing a copy of the book is not a pre-requisite to attending this workshop.

Be #1 with Social Media

Tuesday, Feb. 28 | 8:30 a.m. to 12 noon

Wednesday, Oct. 10 | 8:30 a.m. to 12 noon

This workshop is your complete guide to creating conversations within social networks, building strong relationships with your customers and prospects through Facebook, Twitter, LinkedIn, Google+, while generating sales as a result of these valuable relationships.

Learn how to apply 15 simple steps so you can use social media to increase your sales by as much as 700 percent and your website traffic by 20 percent or more. Persuade this rapidly growing and influential audience by creating and sharing content, and more.

And the entire process can be accomplished in just 10 to 15 minutes a day. You will also learn how to specifically measure your return on investment (ROI) so you can see what activity, and on which social network, produced the greatest financial return for your business.

Stephen Woessner is the workshop facilitator. He uses several success stories and frequently asked questions so you can learn from the experiences of other business owners and managers. Through real-world examples and demonstrations, you will learn how to:

- Focus on social media fundamental that produce measurable results for business owners
- Properly announce your participation in social media to customers and prospects
- Rapidly expand the size of your social media networks so more prospects find you
- Write effective and persuasive posts that your customers and prospects want to read
- Create compelling online content that increases your website traffic and sales
- Distribute your website content across Facebook, Twitter, LinkedIn, and Google+
- Boost your efficiency using free tools so your time commitment is just 10 to 15 minutes a day
- Measure your social media ROI!

This workshop is based on Stephen's bestselling book, *Increase Online Sales through Viral Social Networking*. Signed copies of the book will be available for purchase at the workshop for \$15. Purchasing a copy of the book is not a pre-requisite to attending this workshop.

2011: AN INCREDIBLE YEAR FOR RED WING SOFTWARE



Stephanie Elsen
Red Wing Software

Red Wing Software is based in Red Wing, Minnesota and serves small to mid-sized businesses, agribusinesses, and farming/ranching operations throughout North America with accounting, payroll, and business management software. The company has been diligently fulfilling this mission for 32 years.

Despite the company's impressive history, Stephanie Elsen, web marketing manager for Red Wing Software, recognized that if the company was to continue growing over the long term, she and the rest of the team would need to work even harder to convert RedWingSoftware.com into a source of qualified leads and new prospects. And that is exactly what happened in 2011.

Stephanie led the effort to reorganize the site's content, add more content, and write articles demonstrating the company's expertise. She then optimized the site's content using the search engine optimization (SEO) process she had learned while attending the 'Be #1 with Google' workshop at UW-La Crosse.

The results have been staggering. For example, RedWingSoftware.com received 415 site visits in 2010 related to the keyword payroll software. The number of site visits increased by 395 percent to 2,058 visits in 2011. And the company experienced similar results for the keywords farm accounting software and accounting software, which are all critical to Red Wing Software's business.

Stephanie said, "I am so pleased with our results in 2011. It was a total team effort. And the SEO process I learned while attending 'Be #1 with Google' was amazing. The 15 steps were easy to follow, and the results have been incredible. And our success was not just about increasing site visits — our leads from prospective customers have increased dramatically as well. I highly recommend this workshop. It is fun, energetic, and includes lots of great discussion."



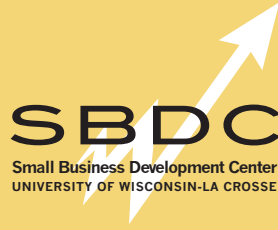


Small Business Development Center
 University of Wisconsin-La Crosse
 1725 State St.
 La Crosse, WI 54601 USA

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Practical and tactical sessions with the right steps you need to get to the top of Google, build social media presence, and measure your return on investment!

Be #1 with Google & Social Media

SPRING AND FALL 2012 WORKSHOP SCHEDULE

SMALL BUSINESS DEVELOPMENT CENTER



Be # 1 with Google and Social Media Program Facilitator



Stephen Woessner
 SEO and Social Networking Expert

Stephen Woessner is the business education coordinator at the UW-La Crosse Small Business Development Center (SBDC). He has 18 years of experience (13 years in the private sector) in online marketing, sales, strategic planning, marketing, and research. Woessner is an SBDC business advisor, instructor, author of two books, and a frequent guest speaker.

While serving as the director of marketing services for a major marketing agency, Stephen led the development of a search engine optimization (SEO) model. Stephen implemented the model on client websites with impressive results. Often a client's Google rankings improved to Top 10 positions or better.

Stephen is the author of two books. The first is *The Small Business Owner's Handbook to Search Engine Optimization*, and has been a bestseller in its category on Amazon.com United States, Amazon.com United Kingdom, and Amazon.com France. His second book is *Increase Online Sales through Viral Social Networking*. Both were published by Atlantic Publishing and are available at Amazon.com, Barnes & Noble, and other retailers.

register by mail: UW-L-SBDC | 1725 State Street | La Crosse, WI 54601
 by phone: 608.785.8783 or fax 608.785.6919
 online: www.uwlax.edu/sbdc/ (follow program links)

name _____

employer/organization _____

address _____

city + state + ZIP _____

daytime phone + fax _____

e-mail _____

Check payable to UW-L MasterCard VISA

card number _____

card expiration date ____ / ____

cardholder's name _____

cardholder's signature _____

Register for the workshops individually (\$99 each), or at least three topics and the fee is just \$79 each. Sessions run from 8:30 to noon.

Be #1 with Google

- Wednesday, Feb. 8, 2012
- Wednesday, Sept. 19, 2012

Be #1 with Social Media

- Tuesday, Feb. 28, 2012
- Wednesday, Oct. 10, 2012

Be # 1 with Google and Social Media 2012 Registration

Fees: Includes parking pass, light breakfast snacks, refreshments, and all course materials.

Location: UW-La Crosse Cleary Alumni & Friends Center

To Register: Please complete this form and return to the SBDC via mail or fax. You can also register by calling 608.785.8783 or online at www.uwlax.edu/sbdc/.

Cancellation Policy: You must cancel your registration no later than five (5) business days prior to the start of the program to receive a full refund. Cancellations after this time will receive a refund less a \$10 administrative fee. Please note that if you "no show" or cancel the day of the program, you will be responsible for the full program fee. Substitutes are welcome and may attend in your absence.



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