

Understanding

Google Analytics

...for your business

When: September 21, 2011 @ 2:00 p.m.

Duration: one hour

Where: at your desk!

Cost: FREE

How to register: www.advantagebizmag.com/webinar

Often described as the most underutilized tool Google has, Analytics can help you understand how your web audience receives your brand. Most of us just look at the intro page, but a more in depth look can guide you to spend dollars more wisely and help you convert visitors into customers. Getting familiar with the key performance indicators will help you create a strong action plan (strategy) for business growth.

Join us for a LIVE webinar presented by industry expert, Ronnie Soud.

What you will learn:

- ❖ Common terms defined
- ❖ How customers are finding you online
- ❖ Which of your pages are the most popular and why.
- ❖ Setting goals
- ❖ How to target your best markets
- ❖ How to buy the right keywords
- ❖ Measuring your SEO efforts

Who should attend? If you have your website connected with Google Analytics, would consider yourself a casual user and are not seeing it for the first time, this workshop is for you.

Presented by:



About the trainer/speaker:



Ronnie Soud is a Principal and Co-Founder of Evision Worldwide and Fiver Rivers Interactive Media, internet marketing agencies specializing in website design search engine

optimization (SEO) and online marketing for small to medium sized businesses.

His expertise in local and worldwide markets encompasses SEO, pay per click, website usability, advanced web analytics and tracking mobile marketing, and website conversion strategies.

Ronnie has developed marketing strategies for clients in a number of different industries, including hospitality and travel, online retail, real estate, insurance, health and medical, and education. He has serviced over 400 clients worldwide, ranging from small, independent businesses to large brands such as Marriot, Disney, Blue Cross Blue Shield and Expedia.

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